NOVEMBER 10, 1958

THIRTY-FIVE CENTS

28TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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YOUR BEST LINK WITH THE MARYLAND MARKET

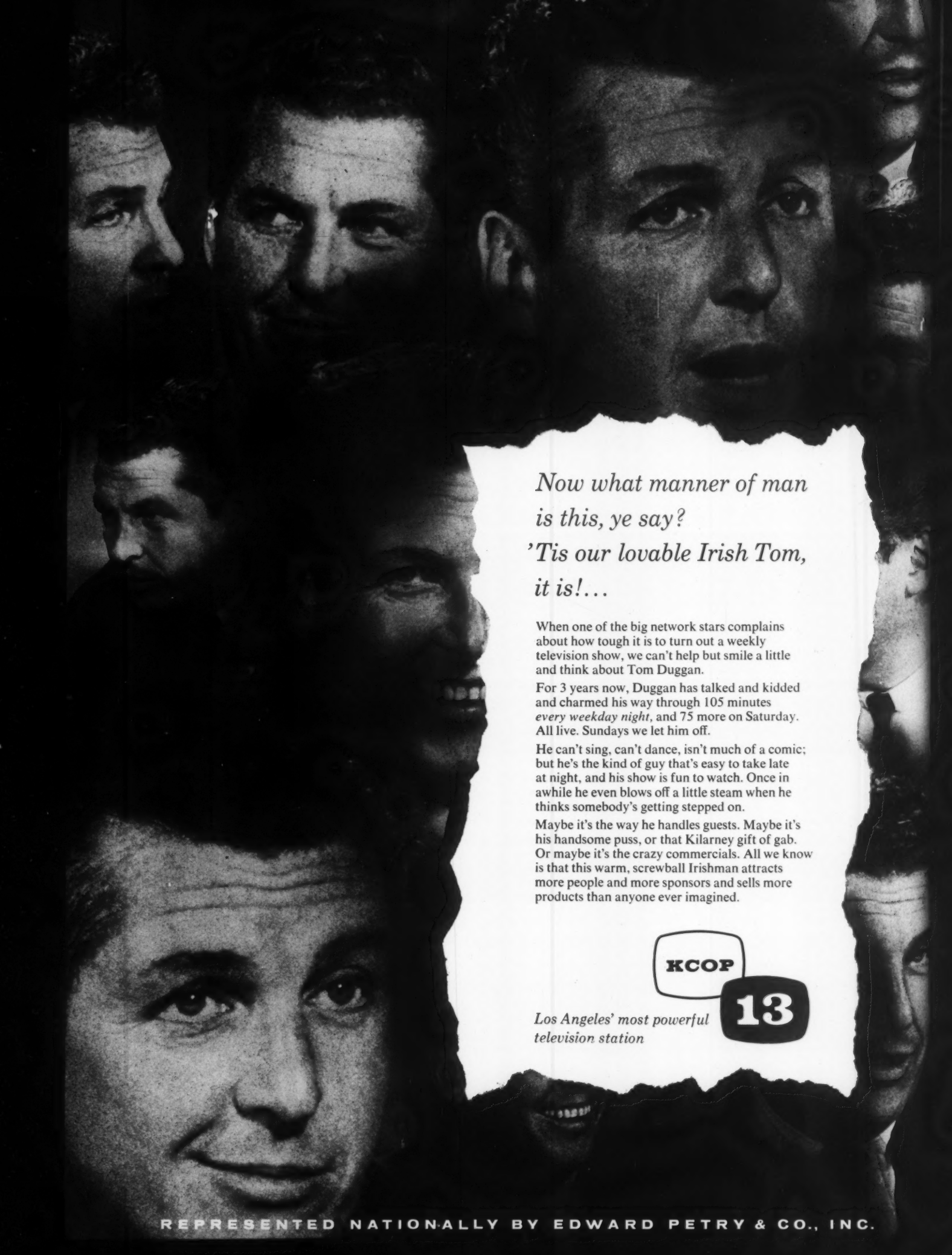
The only radio and vhf television combination in Maryland

WBAL-RADIO

Baltimore, Maryland
50,000 Watts
N. B. C. Affiliate
Nationally represented by
Henry I. Christal Company

WBAL-TV

Channel 11
Baltimore, Maryland
N. B. C. Affiliate
Nationally represented by
Edward Petry & Company



Now what manner of man is this, ye say?
'Tis our lovable Irish Tom, it is!...

When one of the big network stars complains about how tough it is to turn out a weekly television show, we can't help but smile a little and think about Tom Duggan.

For 3 years now, Duggan has talked and kidded and charmed his way through 105 minutes *every weekday night*, and 75 more on Saturday. All live. Sundays we let him off.

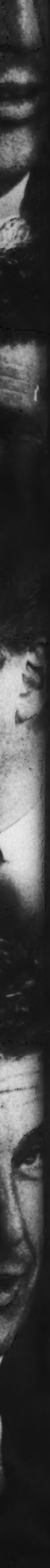
He can't sing, can't dance, isn't much of a comic; but he's the kind of guy that's easy to take late at night, and his show is fun to watch. Once in awhile he even blows off a little steam when he thinks somebody's getting stepped on.

Maybe it's the way he handles guests. Maybe it's his handsome puss, or that Kilarney gift of gab. Or maybe it's the crazy commercials. All we know is that this warm, screwball Irishman attracts more people and more sponsors and sells more products than anyone ever imagined.

KCOP 13

Los Angeles' most powerful television station

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.



Coverage that Counts!
WJIM
WJIM-TV
Strategically located to exclusively serve
LANSING.... FLINT.... JACKSON
VISITORS
MICH. STATE
QUARTER
NEXT HOME GAME
Basic
CBS
NBC... ...ABC
COVERING THE NATION'S 38TH MARKET
Represented by the P.G.W. Colonel

multi-city buying is in fashion, too

Empire is the latest vogue. Buying WGAL-TV's low-cost, multi-city coverage is an established custom. This pioneer station is first with viewers in Lancaster, Harrisburg, York, and numerous other cities including: Reading, Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin.

STEINMAN STATION
Clair McCollough, Pres.

316,000 WATTS

WGAL-TV

CHANNEL 8 · Lancaster, Pa. · NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

America's 10th TV Market • 942,661 TV households • $3¾ billion annual retail sales • $6⅔ billion annual income

Lancaster • Harrisburg • York • Reading • Gettysburg • Hanover • Lebanon • Chambersburg • Waynesboro • Lewistown • Sunbury
Carlisle • Pottsville • Shamokin • Lewisburg • Hazleton • Mt. Carmel • Bloomsburg • Hagerstown • Frederick • Westminster

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closed circuit.

SALE OF WEEK • Sale of WKTV (TV)-WKAL Utica-Rome, N. Y. to group headed by Paul F. Harron, former owner of ch. 12 WPFH-TV (now dark WVUE), and Gordon Gray, veteran East Coast broadcaster, for approximately $2.9 million net, has been agreed upon, with transfer papers likely to be filed this week. Station, now assigned to ch. 13 but cleared for move to ch. 2, is owned by Myron J. Kallett (56%); Penn-State Realty Co. (25%) and others. Mr. Kallet controls Kallet Theatres Inc. WKTV is NBC primary and holds secondary affiliations with ABC and CBS. WKAL, 250 watter on 1450, is MBS affiliated.

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Mr. Harron last year sold his ch. 12 WPFH-TV Wilmington-Philadelphia and WIBG-AM-FM Philadelphia to Storer Broadcasting Co. for $5.6 million (Storer Broadcasting last October closed down tv but continues WIBG operation). Mr. Gray, now identified with Tom O'Neil-RKO Teleradio Pictures Inc. and formerly vice president-general manager of WOR-AM-TV New York, will become executive operating head of stations upon FCC approval of transfer. In addition to Messrs. Harron and Gray, there are two minority stockholders from New York as well as several from Pennsylvania.

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POTTER AND FCC • Sen. Charles E. Potter, of Michigan, who lost out in last Tuesday's elections, is expected to wind up with top federal appointment in Washington. Although recognized as one of best informed men in Senate on communications (he headed Communications Subcommittee during GOP control), Mr. Potter also has been active in veterans and socio-economic affairs. While FCC is not ruled out, there are no vacancies on that agency, and reports have him slated for top job either in Dept. of Health, Education and Welfare or Veterans Administration. Prior to war, he was in social work.

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If GOP vacancy did exist on FCC, it's generally believed that Sen. Potter could have it for asking. He considered FCC while in Senate but was urged by GOP leadership to run this year, even though outlook was bleak. Actually, there will be no opportunity for FCC until June 30, 1959, when current term of veteran Comr. Rosel H. Hyde, Idaho Republican, expires. Acting Chairman Hyde's unblemished record and distinguished service are expected to win his reappointment for another seven-year term. Moreover, it is felt Sen. Potter would be reluctant to stand in Mr. Hyde's way, and would actively support his reappointment.

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LIQUOR INQUIRY • BBDO, New York, has quietly been asking radio station representatives for lists of stations accepting liquor commercials, so far has found but few. BBDO represents several Schenley brands, but told reps it had no liquor campaign in mind for radio, was simply seeking information in case clients asked for it.

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How widespread is triple-spotting in television? BBDO, which stamped contracts last summer with payment-refusal clause reserving right not to pay for announcement triple-spotted in prime time (between network shows), also took sample based on study by Broadcast Advertising Reports—sample of 15 out of 25 reported markets—and found incidence of triple-spotting at only 5%; "over-commercialization" was restricted to only "two or three markets."

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COPY CHECK • Rhubarb which broke out couple weeks ago over ways networks were using ratings figures in program promotion ads [NETWORKS, Oct. 27]—actually all three networks had used different parts of same service (Trendex)—is only one side of coin. They won't comment officially, but it's understood Nielsen officials, for example, currently are spending 30 to 40 executive hours per month checking network ads in advance of publication.

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American Research Bureau has signed CBS-TV and NBC-TV and "most major agencies" as clients for its new multi-city Arbitron instant ratings system. Multi-city Arbitron, in seven markets, has been in commercial operation since Oct. 11, but no announcement of that status has been made (see Arbitron ratings of tv election coverage page 62 and Arbitron daily leaders page 9).

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AGENCY MERGER TALK • Exploratory talks that could lead to merger were reportedly begun last week in New York between Ernest A. Jones, president of MacManus, John & Adams Inc., and Fletcher D. Richards, president-board chairman of agency bearing his name. While Mr. Jones—en route to West Coast—could not be reached Friday, MJ&A spokesman confirmed talks were held. Fletcher D. Richards officials also confirmed talks but added that MJ&A was one of several agencies Richards is "listening to . . . but not necessarily initiating talks with." Richards, according to these officials, seeks growth through merger, so far this year has signed with two West Coast and Canadian agencies — Harris-Harlan-Wood and Tandy Adv. Ltd.

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Chances are dimming for Senatorial expose of secondary boycott pressures used by unions against broadcasters, judging by tentative agenda of McClellan labor investigating subcommittee which resumes hearings Nov. 13. Probe of IBEW methods used against WKRG-AM-TV Mobile, Ala., had been considered by subcommittee, but present signs indicate probers prefer to focus on highly vulnerable teamster and bakery union activities in light of sensational revelations earlier this year. WKRG technicians voted out IBEW over year ago and IBEW has directed vigorous drive against station's advertisers.

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POLITICAL BROADCASTERS • Add to list of broadcasters holding high public office: John Morgan Davis, elected Democratic lieutenant governor of Pennsylvania last Tuesday's Democratic landslide. Mr. Davis is owner of WALL Middletown, N. Y., and only last week received FCC approval of transfer of WSPB Sarasota, Fla. (see page 84). An attorney, Mr. Davis was formerly general counsel for NAB (Aug. 1944-Dec. 1945). He resigned mid-summer as judge of Court of Common Pleas of Philadelphia County to campaign [CLOSED CIRCUIT, July 28].

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FCC Chairman John C. Doerfer, who has been in Europe since mid-September as chairman of American delegation to International Telecommunications Conference in Geneva, advised his office Friday that he plans to return to U. S. between Nov. 20 and 25. He is accompanied by Mrs. Doerfer and several members of FCC staff.

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PUSH FOR POWER • FCC will be asked today (Nov. 10) by WPIK Alexandria, Va., to act on number of applications for power boosts to 5 kw filed by U. S. daytime am outlets on Mexican Class I-A clear channels. FCC heretofore has restricted these stations to 1 kw under "gentlemen's agreement" with Mexico. Two countries reached agreement in January 1957 to raise power limits to 5 kw, but pact has not yet been ratified by U. S. Senate, though hearings were held in 85th Congress by Senate Foreign Relations subcommittee. Of some 150 such stations, 18 have filed for 5 kw.

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It appears unlikely now that sale of WCKR Miami by Biscayne Tv Corp. (Niles Trammell and principals in Knight and Cox newspaper-broadcasting organizations) to Sun Ray Drug Co. (WPEN Philadelphia) for $800,000, will receive FCC approval before contract cut-off date of Nov. 21 (story page 64). Whether contract will be extended beyond cut-off date presumably will be determined when deadline is reached.

Now the PARAMOUNT Package, too- along with Warner Bros. 20th Century Fox United Artists

the largest number of the best films in Cleveland . . . 1:00, 5:30, 11:20 PM Week Days; 5:30, 11:20 PM Sundays; 11:20 PM Saturdays

THE BIG MOVIES

"Famous on the Local Scene"

WJW·TV

CBS · CLEVELAND Channel 8

Storer Television

WJW-TV WJBK-TV WAGA-TV WSPD-TV

Represented nationally by the KATZ AGENCY, INC.

THE WEEK IN BRIEF

Tv Gets Guns Ready—Preview of Miles Wallach report, indicating sponsors don't get all they think they do, brings cross-fire from broadcasters as Mr. Wallach prepares to present details to Assn. of National Advertisers. Blair-Tv releases details of test runs to back up contention that it's impact and sales effectiveness that count. Page **33.**

Ad Budgets to Grow—"Substantial increase" foreseen for 1959, ANA reports after extensive survey of members. Details released as ANA's annual fall meeting opens with capacity attendance. Page **35.**

Miracle in Pittsburgh Retailing—Discount department stores group, using unconventional merchandising techniques plus skilled broadcast promotion, makes phenomenal gains in nation's eighth largest market. Page **36.**

Mogul to Moguls?—Plural is added to Emil Mogul agency as it plans merger Jan. 1 with Lewin, Williams & Saylor Inc. Effect of merger: larger, $18 million agency shooting for $20 million-plus in 1959 with emphasis continuing on tv-radio. Page **38.**

Tv's High Mortality Rate—Benton & Bowles' Thomas McDermott chides agency people for not keeping shows strong, points to longevity of B&B's shows and predicts about half of current nighttime shows will go down drain. Page **41.**

Hollywood's Stake—Of $50 million spent last year for tv commercial production, about 60% was concentrated on the West Coast, John Cole of Sullivan, Stauffer, Colwell & Bayles, tells Hollywood Ad Club. Other panelists at meeting testify to Hollywood influence on tv commercials. Page **44.**

Adult Audience Study—An RAB-commissioned survey by The Pulse shows that radio reaches more adults during two-thirds of the broadcast day than television. Page **46.**

Stumped—$2.1 million and 29 Cadillacs later, *$64,000 Question* is dismissed by Revlon and Lorillard as they decide to scrap first of big-money tv quizzes; end of epoch marked by show's passing. Page **50.**

ANPA's Still Swinging—Latest barbs in newspaper bureau's anti-tv campaign addressed to American Marketing Assn. meeting in New York. Page **50.**

General Foods Agency Lineup—Ogilvy, Benson & Mather scoops up choice Maxwell House vacuum packed ground coffee account. Agency joins Benton & Bowles, Young & Rubicam, and Foote, Cone & Belding in servicing GF products. Page **52.**

Court Suit Scratched—Weiss & Geller's $115,000 breach of contract suit and Bon Ami's $186,000 countersuit are about to be dropped as agency and ex-client reach agreement. Bon Ami continues to use up barter commitments while adding cash buys. Page **52.**

SSC&B's Tv Developments—Agency will install new $100,000 television studio including VTR, previews new "pre-testing" commercial technique. Page **56.**

Sec. 315 Headaches Hit New High—Inquiries from station managers and complaints from politicians kept the wires hot and FCC lawyers hopping in the last few weeks of the election campaign. Although the Commission received a record number of Sec. 315 cases, past FCC interpretations were relied upon to resolve all but a few. Page **58.**

A Word From the Wise—House Legislative Oversight Subcommittee sets a panel of legal experts on administrative law to discuss functions of federal agencies before congressmen Nov. 18-19, with all points of view to be presented. Meanwhile, hearings on the Pittsburgh ch. 4 case resume this week. Page **62.**

Transatlantic Production—Sol Lesser Productions of Hollywood closes deal with J. Arthur Rank Organization of London through its U. S. representative, Sydney Box Tv, for $5 million tv production program. Agreement calls for at least four series, using both Hollywood and London locations and stars on both sides of ocean. Page **66.**

BPA Set for St. Louis—Agenda for convention-seminar finalized. Nominating committee to offer officer slate for 1959 headed by WGN's Wilson. Page **70.**

Fast Hop for the Networks—CBS-TV comes out on top in transatlantic race to be first with coverage of Pope's coronation and introduces a new technique into Europe-U. S. program exchange with videotape. Page **76.**

Television's Seven Days—Stations and networks, under auspices of NAB and Television Bureau of Advertising, complete plans for celebration of National Television Week, Nov. 16-22. Page **78.**

AFTRA's Strike Threat—National board of union asks for strike power from its key locals after negotiations with radio-tv networks for new contract snag on issue of payment for videotape commercials and programs. Page **85.**

Laurels to Adman and Tv—Ernest Hodges of Guild, Bascom & Bonfigli named "Young Advertising Man of the Year" by Assn. of Advertising Men & Women. Ralston Purina's all-tv sales success won him honor. Page **89.**

MR. MILLER

Jealous Mistress—Blackstone's definition of the law is holding up well on Madison Avenue according to testimony by legal chief of one of the largest agencies, David Miller, vice president and general counsel of Young & Rubicam. Television has added considerably to his job, he writes in MONDAY MEMO, with the new set of complexities it has brought to advertising law. Page **107.**

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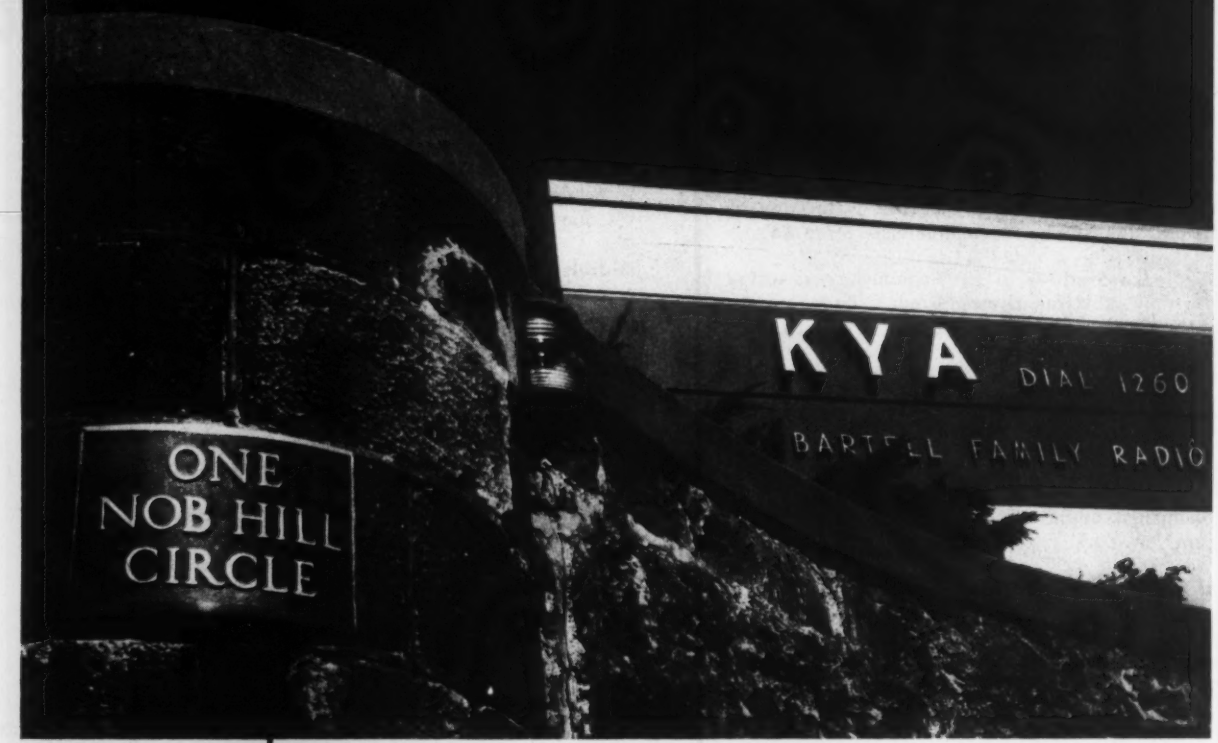
AUDITED PAID CIRCULATION ABC

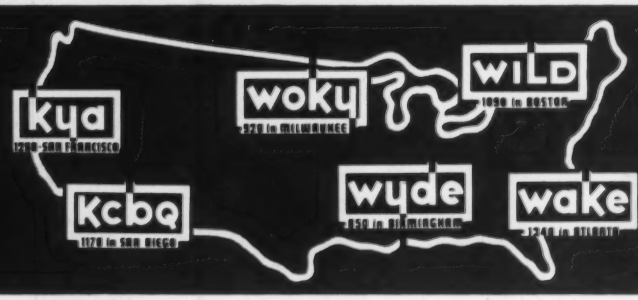
BUSINESS PAPER LEADERSHIP ABP

San Francisco's most distinguished address...

where yesterday's traditions
blend with today's radio.



BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

at deadline

'TWENTY-ONE' PRODUCER INDICTED

First criminal action in tv quiz program investigation came Friday (Nov. 7) with indictment of Albert Freedman, 36, producer of *Twenty-One*, who was charged in New York on two counts of perjury. *Twenty-One*, which figured prominently in ex-contestants' allegations of rigging, went off NBC-TV Oct. 16. Its sponsor was Pharmaceuticals, via Parkson agency.

New York District Attorney reported Mr. Freedman's alleged perjuries were committed Oct. 2 when testifying under oath before special grand jury. Mr. Freedman then denied he had revealed to any contestant either questions [count one of the indictment] or answers [count two] that later were repeated on show.

Action against Mr. Freedman was taken as quiz program structure had about collapsed. Score: *Dotto* killed on NBC-TV and CBS-TV by Colgate-Palmolive over Aug. 16 weekend; *The $64,000 Challenge* bumped from NBC-TV by P. Lorillard Co. in mid-September; *Twenty-One* dropped by Pharmaceuticals on NBC-TV Oct. 16; *The $64,000 Question* dropped by Revlon and Lorillard last week (see story, page 50). Grand jury probe started in late September.

Friday afternoon Mr. Freedman was arraigned and released in custody of his attorney with understanding he would post $1,500 bail next day.

After Mr. Freedman's arrest, NBC issued statement saying he had been employe of Barry & Enright, which owned *Twenty-One*, and NBC replaced him with another producer when network took over production of show early last month.

Barry & Enright issued statement affirming faith in Mr. Freedman's integrity.

Bob Sarnoff Commits NBC Radio To Continue on Present Course

Robert W. Sarnoff, NBC board chairman, said Friday NBC Radio intends to continue "present methods of operation," plans to keep on "building" and feels it now has "even greater opportunities to do so." Statement was in telegram to George W. Harvey, WFLA Tampa, Fla., chairman of NBC Radio Affiliates Executive Committee, who had asked special meeting and "an expression of faith in network radio from NBC" as result of CBS Radio's new "program consolidation plan [early story, page 76; also LEAD STORY, Nov. 3]. Mr. Harvey called CBS move one of "further depreciating network radio in contrast to the revitalizing job NBC has done."

Mr. Harvey had said NBC affiliates convention two week ago engendered confidence that "network is on firm ground and improving," but that "we do not want our position to be compromised" and therefore asked for meeting with network officials Nov. 21 or 22 in New Orleans. Mr. Sarnoff replied that, aside from reassurances contained in his reply telegram, NBC could add nothing to what was said at October meeting and accordingly felt another meeting was not necessary at this time.

Pepperidge Farm Moves to Tv

After phenomenal results using spot radio, "Maggie" Rudkin's Pepperidge Farm bread and other baked goods will go to tv. Upcoming later this month: First of series of tv films featuring now-familiar Titus Moody character developed by late Fred Allen and played by Parker Fenneley. Initial campaign in selected major markets will last about 10 weeks and is placed via Ogilvy, Benson & Mather, N. Y.

Welch Starts New Spot Cycle

Welch Grape Juice Co., Westfield, N. Y., will start Dec. 1 new 39-week cycle of tv minutes and 20-second spots in its top 25 markets for juices and spreads. Buy encompasses six or seven spots weekly in daytime and late nighttime. Welch also starting 26-week radio spot drive today (Nov. 10) for tomato juice in New England markets and Philadelphia. Agency: Richard K. Manoff, N. Y.

KOMO Switching to ABC

Radio half of KOMO-AM-TV Seattle will switch to ABC June 14, 1959. KOMO-TV announced in October it will go ABC-TV Dec. 10, 1959 [NETWORKS, Oct. 27]. Both moves follow shift of NBC radio and tv affiliations from KOMO stations to KING-AM-TV Seattle [NETWORKS, Oct. 20].

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 33.

WINCHELL SPONSORS • Bon Ami Co., N.Y., and Symphonic Electronics Corp. (high-fidelity equipment), N.Y., have signed as co-sponsors of new *Walter Winchell* newscast and commentary program on Mutual (Sun. 6-6:15 p.m.), starting Sunday (Nov. 16). Agency: Cole, Fischer, Rogow for Bon Ami; Symphonic Electronics placed direct.

AGENCY DROPPED • Guild, Bascom & Bonfigli, San Francisco, confirmed Friday (Nov. 7) that Breast-o' Chicken Tuna Co., San Diego, is dropping agency. GB&B spokesman said cut-off date not definite but believed to be Dec. 1. Robinson, Jensen, Fenwick & Haines, Los Angeles, regarded as strong contender for account, which bills about $500,000.

HOLIDAY PERFUME • Chanel Inc., N. Y., for its No. 5 perfume, buying tv spots in top 10 markets for three weeks preceding Christmas, seeking 10- and 20-second availabilities in prime time. Agency: Norman, Craig & Kummel, N. Y.

SPOTS FOR FOOD • Maison Julien Inc. (food sauces and syrups), N.Y., planning national radio-tv spot campaign about first of year through Roy S. Durstine Adv., N.Y. Firm is using 10 spots weekly on WPIX (TV) New York.

RICE APPOINTMENT • California Rice Growers Assn., Sacramento, Calif., has appointed Publicidad Badillo Inc., San Juan, P.R., and N.Y., as agency for its Red Seal rice in Spanish-language markets in U.S. Company uses program and spot radio advertising in New York and expands to Philadelphia shortly.

ARBITRON'S DAILY CHOICES

Listed below are the highest-rating television network shows for each day of the week Oct. 31-Nov. 6 as rated by the multi-city Arbitron instant ratings of American Research Bureau. A similar listing of daily leaders will appear in this space each week. The material, supplied to BROADCASTING Friday, covers the week through the preceding night.

DATE	PROGRAM AND TIME	NETWORK	RATING
Fri., Oct. 31	*Person to Person* (10:30 p.m.)	CBS-TV	25.6
Sat., Nov. 1	*Gunsmoke* (10 p.m.)	CBS-TV	33.2
Sun., Nov. 2	*Loretta Young* (10 p.m.)	NBC-TV	29.9
Mon., Nov. 3	*Desilu Playhouse* (10 p.m.)	CBS-TV	28.0
Tues., Nov. 4	*Rifleman* (9 p.m.)	ABC-TV	29.5
Wed., Nov. 5	*Wagon Train* (7:30 p.m.)	NBC-TV	23.8
Thurs., Nov. 6	*Zorro* (8 p.m.)	ABC-TV	24.5

at deadline

Georgia Judge's Media Ban Draws Protests From Industry

Media protests from all over nation were directed Friday (Nov. 7) to Judge Durwood Pye, of Superior Court in Atlanta, for ruling that bans radio pickups, and tv-newspaper photographers from courthouse, its premises and adjoining streets during trial of T. V. Williams, state official charged with embezzling funds. Ban covers participants and spectators on way to or from Williams trial.

J. Leonard Reinsch, managing director of Cox radio-tv stations, went on air Friday to protest one of most sweeping anti-media directives in recent history. Speaking on WSB-AM-TV Atlanta, Mr. Reinsch said onerous restrictions were uncalled for and public will not receive adequate coverage of trial. He added that WSB-AM-TV newsmen have been given access to other Georgia courts, with presiding judges commending broadcast reporting as helpful in showing operation of courts without obstructing justice.

Harold E. Fellows, NAB president, wired Judge Pye that people are entitled to be fully informed on all public affairs, terming unreasonable limit on media inconsistent with this right of people.

Georgia Assn. of Broadcasters filed protest under name of Frank Gaither, WSB-AM-TV, its president. Georgia Press Assn. and Freedom of Information Committee of Sigma Delta Chi also submitted protests.

House Oversight Subcommittee Adds McConnaughey to List

House Legislative Oversight Subcommittee, which opens hearings at 2 p.m. Wednesday (Nov. 12) on Pittsburgh ch. 4 case, will hear former FCC Chairman George C. McConnaughey on following Monday (Nov. 17), spokesman said Friday, with "10 or 11" other witnesses to be heard before Mr. McConnaughey.

Representative of FCC, Charles Effinger Smoot, assistant general counsel, has been added to list of participants in panel discussions on function of federal agencies, scheduled Nov. 18-19 (see page 62). Robert W. Lishman, subcommittee chief counsel, said Mr. Smoot was invited to prevent any criticism that FCC views are not being sought in discussion.

Bakers Coconut in 14 Markets

General Foods Corp. (Bakers coconut), White Plains, N. Y., kicks off four-week spot tv drive in 14 markets (including 16 cities) on Nov. 17, then takes hiatus until Jan. 26 when campaign will run for nine more weeks. All announcements are in daytime periods, will be on three per week. Young & Rubicam, N. Y., is agency.

FCC's Multiplexing Order Invalid, Appeals Court Rules

FCC's 1955 rulemaking requiring fm stations to cease simplexing functional music and switch to multiplex was held invalid Friday by U. S. Court of Appeals for District of Columbia in 2-1 decision which remanded to Commission its order denying WFMF Chicago's petition to continue simplexing.

Court said its jurisdiction to examine validity of 1955 rule is "always a threshold consideration," even though parties didn't put jurisdiction into question.

Majority—Judges Henry W. Edgerton and David L. Bazelon—said FCC's position that functional music operations are nonbroadcasting in nature is not supported by Communications Act. ". . . Program specialization and/or control is not necessarily determinative" of whether programs are intended to be received by public, court said. "Broadcasting remains broadcasting even though a segment of those capable of receiving the broadcast signal are equipped to delete a portion of the signal." It added that functional programming "can be, and is, of interest to the general radio audience," and cited WFMF programs' "high degree of popularity."

Dissenting Judge John A. Danaher said FCC "is commanded by the [Communications] Act to accomplish the objective it sought here to achieve. The Commmission simply decided that the specialized simplex service was not to be permitted to pre-empt the valuable spectrum space allocated to fm frequencies intended to be devoted to broadcasting."

Several other fm outlets have appealed FCC denials to continue simplexing and others have sought and received injunctions of FCC orders pending outcome of WFMF case.

AT&T, Bell Companies Agree To Provide Pay-Tv Facilities

AT&T and most of its affiliated Bell System companies are in agreement that telephone companies "must provide the facilities" for pay-tv systems in larger cities, John H. Page, AT&T marketing engineer, told northwest convention of National Community Tv Assn. in Portland, Ore., last week.

Entertainment and sports people see pay tv in large markets as answer to some of their problems brought on by broadcast tv, Mr. Page said, but they have tended to "oversimplify" problems of broadband transmission and "underestimate" costs.

He said for community antenna system operations in smaller communities, telephone companies feel that $2 for initial attachment of CATV cable to telephone poles is not "compensatory," and that $5 is "more nearly correct."

PEOPLE

WILLIAM E. HUTCHINSON, 70, executive vice president, general manager and secretary of Corn Belt Publishers (WAAF Chicago) died Nov. 6 in Wesley Memorial Hospital, Chicago. Funeral services were conducted Nov. 8. His wife and a daughter survive.

Funeral services were to be held Saturday (Nov. 8) for **CASPER J. KRAEMER JR.,** 63, New York U. professor of archeology and classics and host on WCBS-TV New York's *Sunrise Semester* educational series, who died Thursday in Polyclinic Hospital, New York, after cerebral hemorrhage. He collapsed in CBS studio Wednesday. Station has 13 lectures videotaped, which will be shown as scheduled.

EDWARD BALTZ, who joined Compton Adv. last February and is marketing director and account supervisor in agency's L.A. office, elected vice president. Mr. Baltz specializes in agency servicing and handling of food and packaged goods accounts, has been in that activity on West Coast past three years.

PHILIP M. PRITCHARD, formerly general sales manager, parts division, Sylvania Electric Products Inc., to General Instrument Corp. as marketing manager for entertainment electronic components, which represent half of firm's volume.

NAB Wire-Line Noise Study

Move to obtain power utilities' cooperation in reducing interference of power lines with radio reception undertaken Friday by NAB Engineering Advisory Committee at Washington meeting. Committee also called for study of ways to improve industry participation in government airspace group controlling antenna height and location. Chairman of committee is Jay Wright, KSL Salt Lake City.

RCA Forms Defense Unit

Establishment of new high-level scientific and technical organization within RCA to create and develop new and advanced weapon system concepts announced Friday (Nov. 7) by Arthur L. Malcarney, executive vice president, RCA Defense Electronic Products. Known as Advanced Military Systems, new group will be headed by long-time RCA engineering officials Dr. Nathaniel Korman, director, and David Shore, associate director. Organization will headquarter in Princeton, N.J.

Savings Group Buys Game

Savings & Loan Foundation, Washington, D. C., through McCann-Erickson, N. Y., will sponsor half of NBC-TV's telecast of 34th annual East-West Shrine football game from San Francisco Dec. 27, starting 4:45 p.m. EST. R. J. Reynolds Tobacco Co., Winston-Salem, N. C., through Wm. Esty Co., N. Y., and Whitehall Pharmacal Co., N. Y., through Ted Bates & Co., N. Y., have signed for one-quarter sponsorship each of telecast.

IN BOOMING SAN DIEGO

PHOTO COURTESY OF AMERICAN AIRLINES

Sell MORE... with the power and prestige of XETV

CHANNEL 6 • ABC-TV

In all the world, few areas can match the charm of San Diego, America's great international playground. And San Diego is striding ahead in commerce and industry—shown by almost any index to be the fastest-growing market in the U. S. Keeping step with this growth is the romance and success of Station XETV—one of the most fascinating chapters in the history of Television. For few markets have television facilities to match the thorough low-CPM efficiency with which XETV blankets and sells the booming San Diego market. Your Blair man has the convincing facts. They merit thoughtful attention.

Effective December 1, 1958
XETV announces
the appointment of

BLAIR TELEVISION ASSOCIATES
as national representatives

NEW YORK • CHICAGO • BOSTON • DETROIT • JACKSONVILLE
ST. LOUIS • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE

RADIO-TELEVISION S. A. Julian M. Kaufman, Vice President and General Manager

ARROW PRODUCTIONS

a new service of ITC...

NOW!

Flexibility!.. ARROW is designed to fit your needs, whether you require one series or a dozen; whether you want a series for a single run or multi-run stripping needs. Created specifically for television, ARROW's programs provide a tailor-made, streamlined service for you.

Program Counselors to Serve You!.. Both field organization and administrative heads are a team dedicated to work with you. Their broadcasting experience averages 12 years and 3 months per man—on the buying and station programming side of the desk, as well as in sales.

SUSIE
Starring Ann Sothern as the Private Secretary

The ADVENTURES of TUGBOAT ANNIE
Saturday Evening Post success series

The HALLS of IVY
Starring Ronald Colman and Benita Hume

Situation Comedies — *to Build Audiences in Any Time Period!*

he NEW ADVENTURES of CHARLIE CHAN

MYSTERY IS MY BUSINESS

STAGE 7 **FEATURE**

More Popular Than Ever — Mystery Dramas!

Hollywood Anthologies!

...means PROGRAMMING for PROFIT!

RAMAR OF THE JUNGLE

HAWKEYE AND THE LAST OF THE MOHICANS

COUNT OF MONTE CRISTO

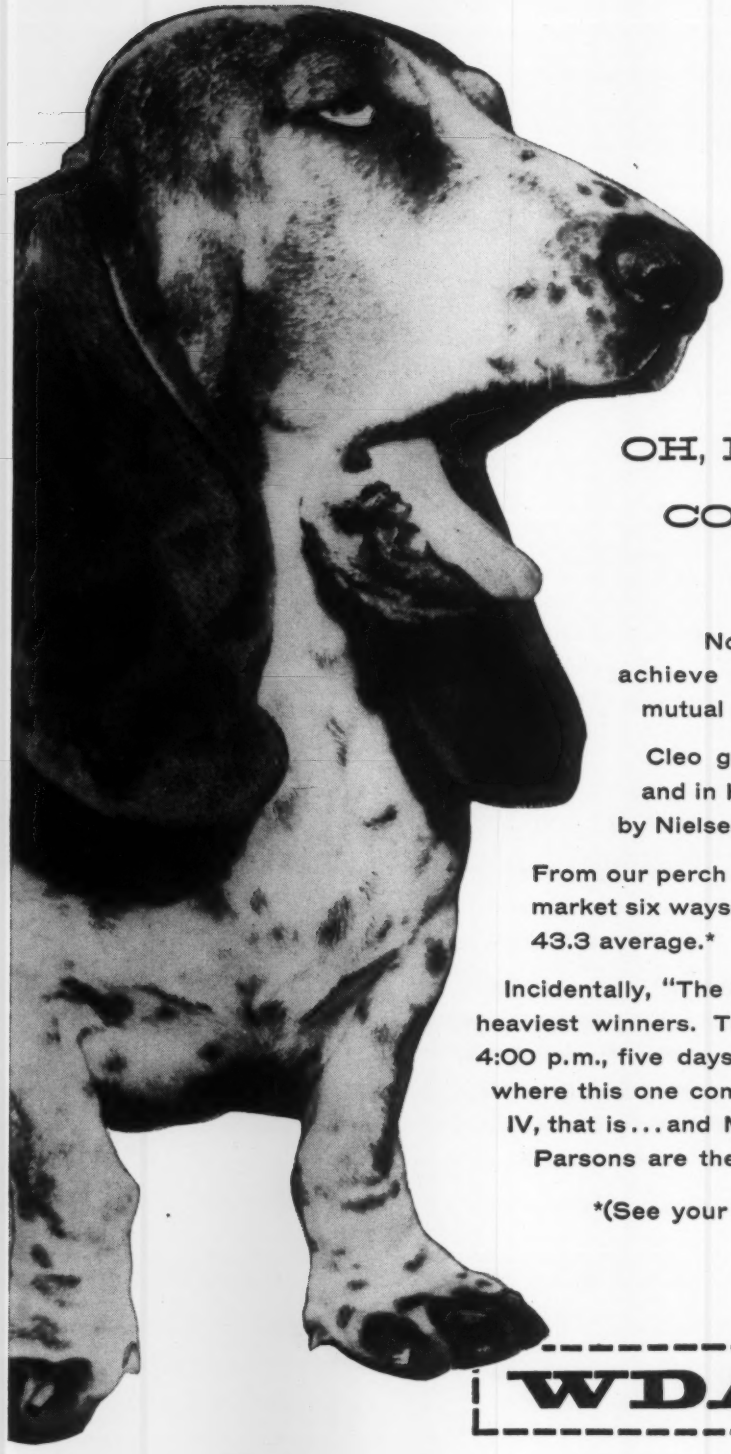
Late Afternoon Action Strip to Build Audience!

write, wire or phone today...

ARROW PRODUCTIONS

A Division of INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue · New York 22 · PLaza 5-2100



OH, BROTHER!

CONGRATULATIONS

TO US!

No matter how we try, we can't achieve Cleo's detachment about our mutual success.

Cleo goes with the People's Choice, and in Kansas City that's Channel IV... by Nielsen, and by a healthy margin.

From our perch on Signal Hill we're topping the market six ways from Sunday, with a whopping 43.3 average.*

Incidentally, "The People's Choice" is one of our heaviest winners. That's why we're stripping it at 4:00 p.m., five days a week. There's plenty more where this one comes from... WDAF-TV, Channel IV, that is... and Messrs. Harrington, Righter and Parsons are the people to see.

*(See your latest K.C. Nielsen)

WDAF IV SIGNAL HILL KANSAS CITY, MO.

BASIC NBC

A NATIONAL THEATRES STATION

WALT DISNEY PRESENTS TEXAS JOHN SLAUGHTER

Texas John Slaughter, latest Western lawman to be exhumed from the history books and recreated on television, made his tv debut Oct. 31 in an hour-long action-packed telecast that must have delighted any youngsters who were not out trick-or-treating at the time. As presented by Walt Disney, Mr. Slaughter is a perfect hero for the under-teens, a hard riding, hard fighting, straight shooting man who wants only to live in peace on a ranch with a wife and cattle, but who is willing to postpone marriage and ranching to help the Texas Rangers clean out the rustlers and make that kind of life possible.

In the opening installment of his saga, Texas John rides into town and is forced to kill a couple of men who are trying to kill him because the white hat he wears makes them think he's a Texas Ranger. He declines an invitation to become one and tries to become a rancher, but when the Davis Gang steals his cattle and murders his hired man he changes his mind, tells his fiancee she'll have to wait a while and joins up. How he proves Frank Davis a murderer by a 100-mile cross country race against the clock, changing to a fresh horse every 10 miles at relay points along the way, provides a thrilling climax for the program.

No adult complications are allowed to disturb this story. The ranchers are good, but helpless; the Rangers (in the white hats) are good and strong; the rustlers are bad and strong, but not quite as strong as the Rangers. Anyway, they aren't allowed to wear white hats, so of course, they can't win.

Production costs: Approximately $275,000. Sponsored by Reynolds Metals Co. through Clinton E. Frank Inc., Kellogg Co. through Leo Burnett Co. and Hill Bros. Coffee through N. W. Ayer & Son, on ABC-TV, alternate Fridays, 8-9 p.m. EST.

Produced by Walt Disney Productions; executive producer: Walt Disney; producer: James Pratt; director: Harry Keller; writers: Albert E. Lewin, Burt Styler, Frank D. Gilroy.

Cast: Tom Tryon (John Slaughter), Norma Moore (Adeline, his fiancee), Harry Carey Jr. (Ben Jenkins, in charge of the Texas Ranger company), Robert Middleton (Frank Davis), Ken Clark (Sam Barrett).

KALEIDOSCOPE

"The S-Bahn Stops at Freedom," the first in this series of NBC-TV special alternating news and entertainment shows, told the courageous yet profoundly sorrowful story of the thousands of refugees who weekly make the wide-eyed journey from Communist East German tyranny to West German democracy. The program was hosted by Charles Van Doren and narrated on film by Chet Huntley. "The S-Bahn Stops at Freedom" included interviews with both refugees and western officials who made it abundantly clear why three million Germans have fled the Soviet yoke during the past decade.

The information made available was fascinating. For example: 85% of those who attempt to escape East Germany are successful; it would be "physically impossible, politically unwise" for the Communists to seriously try to halt this traffic; 10% of East Germany's doctors have fled in the past ten months; except for some businessmen, few refugees leave for purely material reasons—most mention religious persecution as an important goad.

The only criticism that might be leveled at "The S-Bahn Stops at Freedom" would be that the program was repetitious, a trifle too long. However, the general excellence of this first *Kaleidoscope* effort, as well as other recent public affairs programs on this and the other networks, underscored the opinion long held by many, that the true greatness of television lies not in drama, comedy, giveaways or westerns but in that unique service of the medium—living pictorial journalism.

Production costs: Approximately $55,000. Sustaining on NBC-TV on alternate Sundays, 5-6 p.m. EST. Started Nov. 2.

Producer: Reuven Frank; director: Jack Sughrue; reporter-editor: Chet Huntley; writer: Piers Anderton; filmed by Joseph Oexle; resident correspondent: John Rich (NBC News); host: Charles Van Doren.

PURSUIT

Judging by its infrequent appearances television drama, like the buffalo, seems destined to vanish from the American scene. It provided mental food and shelter in the latter days but is now condemned as too tough for the tender gums and minds of the American viewer, happily gurgling over the soothing pap of the western.

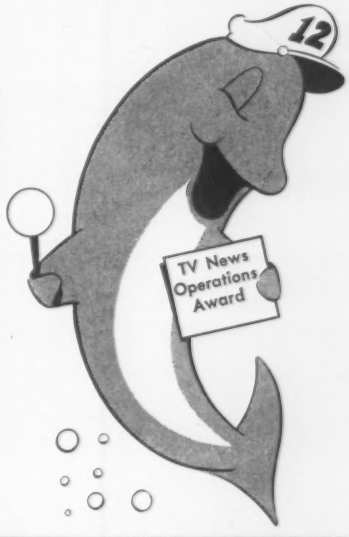
Accordingly, CBS-TV's *Pursuit*, a weekly hour-long dramatic program, is an anachronism in a medium 10 years old but aging fast. It is also a paradox—it is live and not live; i.e., it is taped to keep the goodness (spontaneity) in and the badness (flubs) out.

The Oct. 22 debut was "The Vengeance," a rather thin story of a young man hounded by a remorseless detective who holds him responsible for crippling his son in a street fight. Sal Mineo as the boy and Macdonald Carey as the detective were adequate if easily anticipated in mood and gesture.

But the production did not have enough of the stuff of life to retain interest, much like a bad comedy that runs out of imagination in the middle of the second act and resorts to slapstick for the rest of the evening.

Any trepidation about this series was thoroughly dissipated, however, by the Oct. 29 production, "Free Ride," which was superior to the *Pursuit* premiere in every respect. Skillful acting was underlined by brisk direction. Keenan Wynn and Ralph Meeker were not actors but a cop and a lush pug on a train heading back to a San Francisco manslaughter trial. Sidney Blackmer was a polite broker from Chicago who resolved the question of whom the

"JAXIE"
JACKSONVILLE
BLUSHES WITH
PRIDE . . .
AGAIN !



Distinguished Achievement AWARD

RTNDA

For Television News Operations

Sponsored by Radio-Television News Directors Association

In Cooperation with The Medill School of Journalism Northwestern University

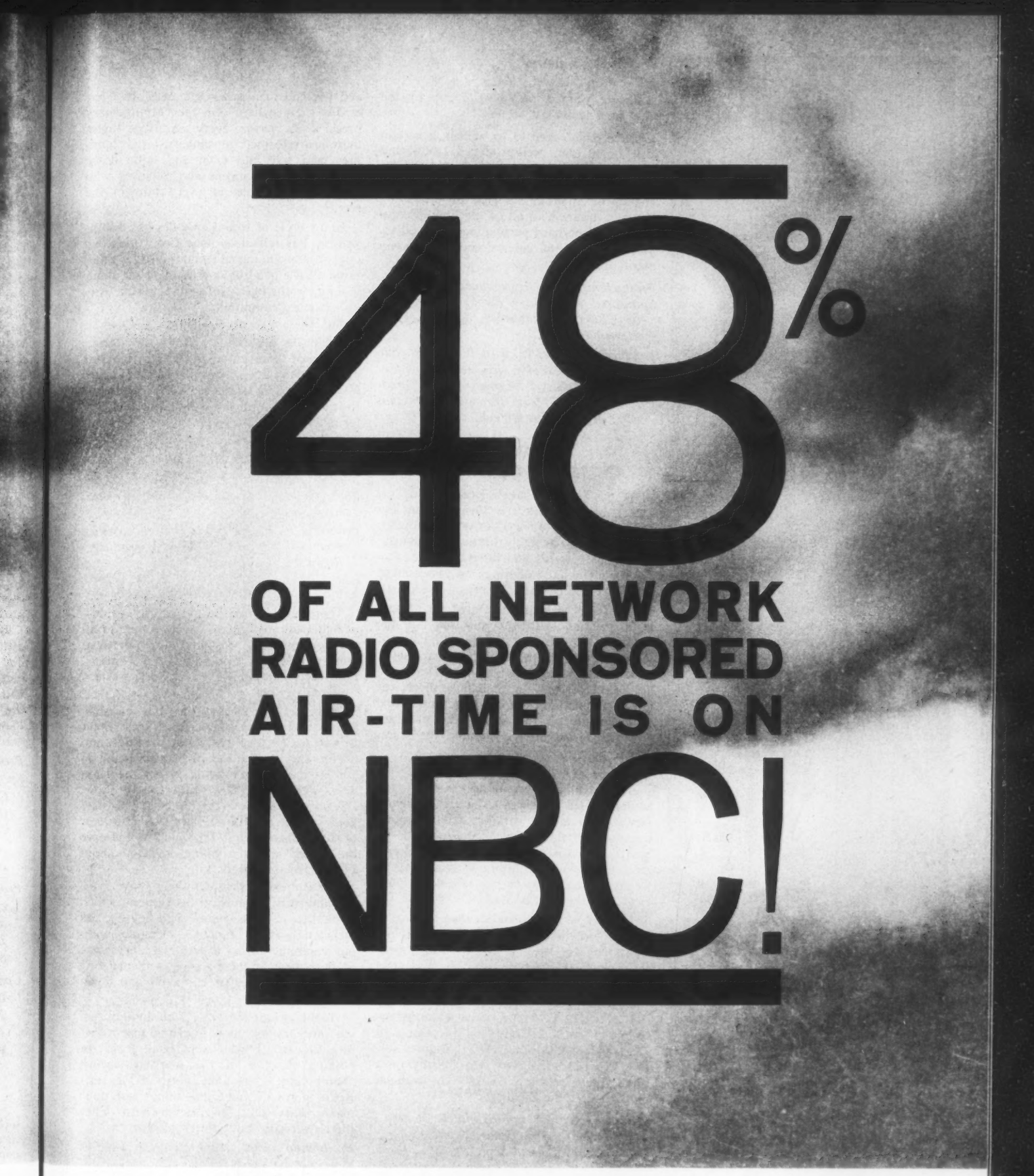
NEWS with Harold Baker 6:30 PM Monday thru Friday

Ray Dantzler 11:00 PM Monday thru Friday

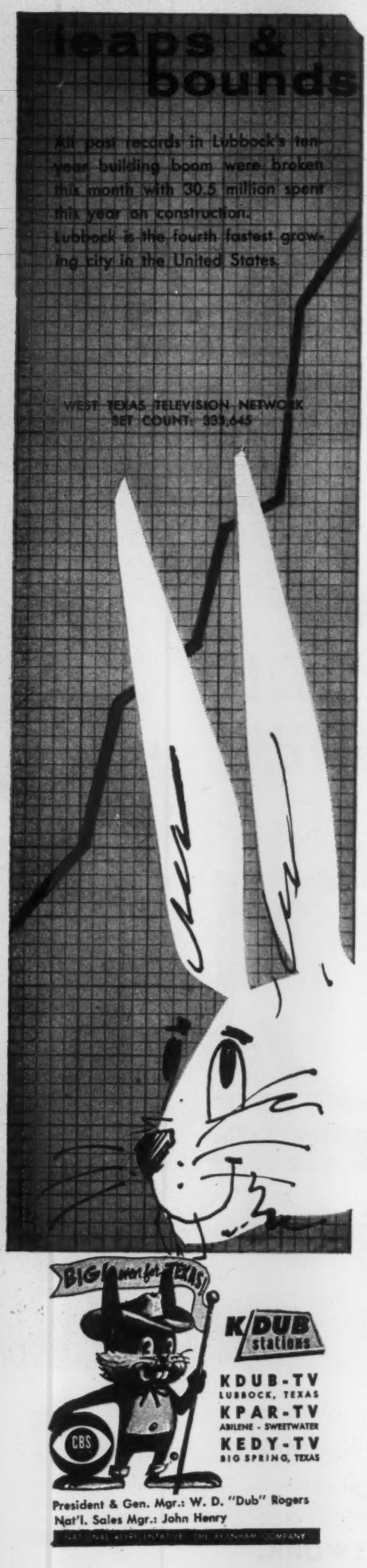
WFGA-TV
Channel 12
Jacksonville, Florida

FLORIDA'S
COLORFUL STATION

NBC Radio is overwhelmingly the #1 network by the most significant business yardstick— *total measured network sponsored hours!* NBC Radio offers advertisers creative programming ideas like Monitor, News On The Hour, Hot Line and Stardust, marketing plans like Engineered Circulation and Imagery Transfer, and the unique Salesvertising Plan which includes dealers in national-local campaigns.



For the past two years NBC Radio has pioneered the development of these programming and marketing patterns which have set the pace for all network radio. NBC Radio firmly intends to continue developing new and productive ways to serve its listening public, its sponsors and its affiliated stations. Now—and in the future—the *leadership* radio network is the **NBC RADIO NETWORK.**


leaps & bounds
All past records in Lubbock's ten-year building boom were broken this month with 30.5 million spent this year on construction.
Lubbock is the fourth fastest growing city in the United States.
WEST TEXAS TELEVISION NETWORK
SET COUNT: 333,445
BIG for TEXAS
CBS
KDUB stations
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
President & Gen. Mgr.: W. D. "Dub" Rogers
Nat'l. Sales Mgr.: John Henry

syndicate wanted to kill (the cop or the pug) in a tense last scene.

"Free Ride" sped to its climax, a certain sign of a taut, well-produced, well-acted drama. Judging by the marked improvement in one week, *Pursuit* has an excellent chance of attaining its goal of presenting "human drama with all of the human emotions," and perhaps persuading a few others that this form of entertainment has *some* merit after all.

Production costs: Approximately $45,000. Sponsored by Mennen through Grey Adv. on CBS-TV, Wednesday, 8-9 p.m. EST. Started Oct. 22.

Producers: Charles W. Russell (for first four shows), Eva Wolas (for next four); executive producer: Norman Felton; directors: David Greene, Herbert Hirschman, Buzz Kulik, Paul Nickell.

ANATOMY OF SOVIET COMMUNISM

As part of a 13-week study of various aspects of life within the Soviet Union, the MBS program Nov. 1 examined foreign policy. It was a highly informative stanza, outlining the twists and turns of Soviet foreign policy and offering an assessment by Soviet scholars and American specialists.

The series is being presented by Mutual in association with the Institute for the Study of the USSR in Munich, a body of scholars drawn from the various nationality groups within the Soviet Union. The *Anatomy* is essentially a "balance sheet" of Soviet promises on the one hand and actual achievements on the other. The program already has explored education, the secret police, religion, sports and culture.

The program on foreign policy, for instance, highlights pronouncements of top Soviet officials of the past and present. Their views often are at variance, and in other instances, their claims are disputed by Soviet and American specialists. The program makes use of monitored broadcasts of Radio Moscow and beeper telephone interviews with persons abroad.

To achieve variety and change of pace in a "talk" program, producer-director Robert Cody balances various Russian and American voices. Mr. Cody also serves as chief narrator of the series and performs this assignment skillfully.

It is a tribute to the resourcefulness and ingenuity of Mr. Cody and his associate, Dr. Isaiah S. Bard, that such a complex subject can be covered so satisfactorily on a small budget. Program scripts are available on request to the network.

Productions costs: Approximately $800. Sustaining on MBS, Saturday, 11:35 a.m.-noon EST. Started Sept. 20.

Producer-director-narrator: Robert C. Cody; associate producer-writer: Dr. Isaiah S. Bard.

CIMARRON CITY

What ever happened to the good old westerns where black was black and white was white, the good men were always good and the bad men downright evil? In *Cimarron City*, where George Montgomery presides as mayor every Saturday night, there are reformed gunslingers, tough hombres who ride into town and settle down to become solid citizens and townfolk who learn moral lessons at every turn in the plot.

In a couple of recent episodes Mr. Montgomery has talked at least two youngsters out of gunslinging careers, killed a thief, broken up a band of outlaws, and set about building something really fine in the way of a frontier community.

The show has its moments—some emotional peaks here and there in the stories, snatches of good acting and production, but hardly anything has been told in the weekly 60 minutes that hasn't been told before to the point of tedium and couldn't be told better in 30 minutes.

Production costs: Approximately $40,000. Sustaining on NBC-TV, Saturday, 9:30-10:30 p.m. EST. Started Oct. 18.

Stars: George Montgomery, Audrey Trotter, John Smith.

Produced by Revue Productions in association with NBC-TV. Executive producer: Richard Lewis.

LAWMAN

There are simple westerns and sophisticated westerns, adult westerns and infantile westerns, long westerns and short westerns, eastern westerns and western westerns. *Lawman* is a simple, adult, short, western western.

It stars John Russell as the marshal, stern, strong and implacable, and Peter Brown as the deputy, young, zealous and as authentic as an Indian blanket made in Scranton, Pa. The writing favors the leanness of another law enforcement show, *Dragnet*. Examples: the marshal, "I hate your insides [to Robert Ford, the murderer of Jesse James], but I'm paid to preserve the peace;" or by a young cowhand about Ford, "He sure needs killing."

The camera work is definitely above average and so is the musical background which often uses a lone guitar with telling and melancholy effect. *Lawman* succumbs without compunction to a seemingly necessary accouterment of these series—a theme song which sends waves of ennui up and down the spine.

At the end of the Nov. 2 episode, one of the mob (intent upon lynching that "dirty little coward, Ford") steps back from the pointed shotgun of the marshal, saying, "Some things just ain't worth dying for." Right, pardner, and some things jest don't make sense, like another western when there's already 'bout thirty of 'em.

Production costs: Approximately $41,000 weekly.

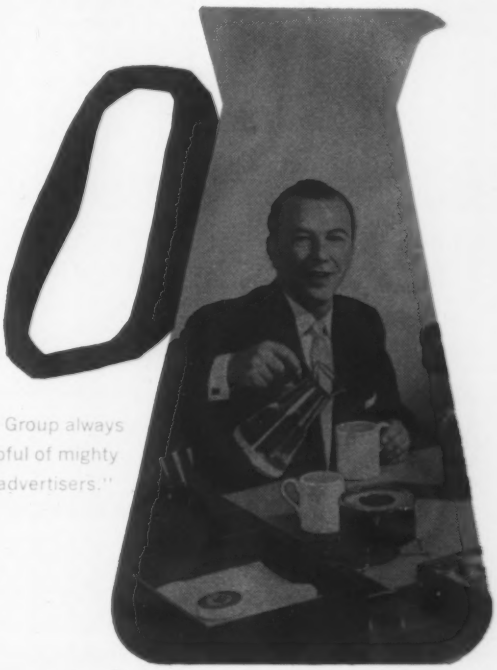
Sponsored by Reynolds Tobacco through William Esty Co. and General Mills through Dancer-Fitzgerald-Sample on ABC-TV, 8:30-9 p.m. EST. Started Oct. 5.

Executive producer: William T. Orr; produced by Jules Schermer.

Interview: W B Templeton

Bryan Houston, Inc. Vice President and TV-Radio Director, William B. Templeton, tells why he selects WLW TV-Radio Stations for NESCAFE Instant Coffee

"For instant results, we select WLW TV and Radio Stations time after time to bring home the business for NESCAFE."



"The Crosley Group always measures up a cupful of mighty flavorful returns for advertisers."

"From programs to promotion, the WLW TV-Radio Stations are brimming over with just what the ad men order!"

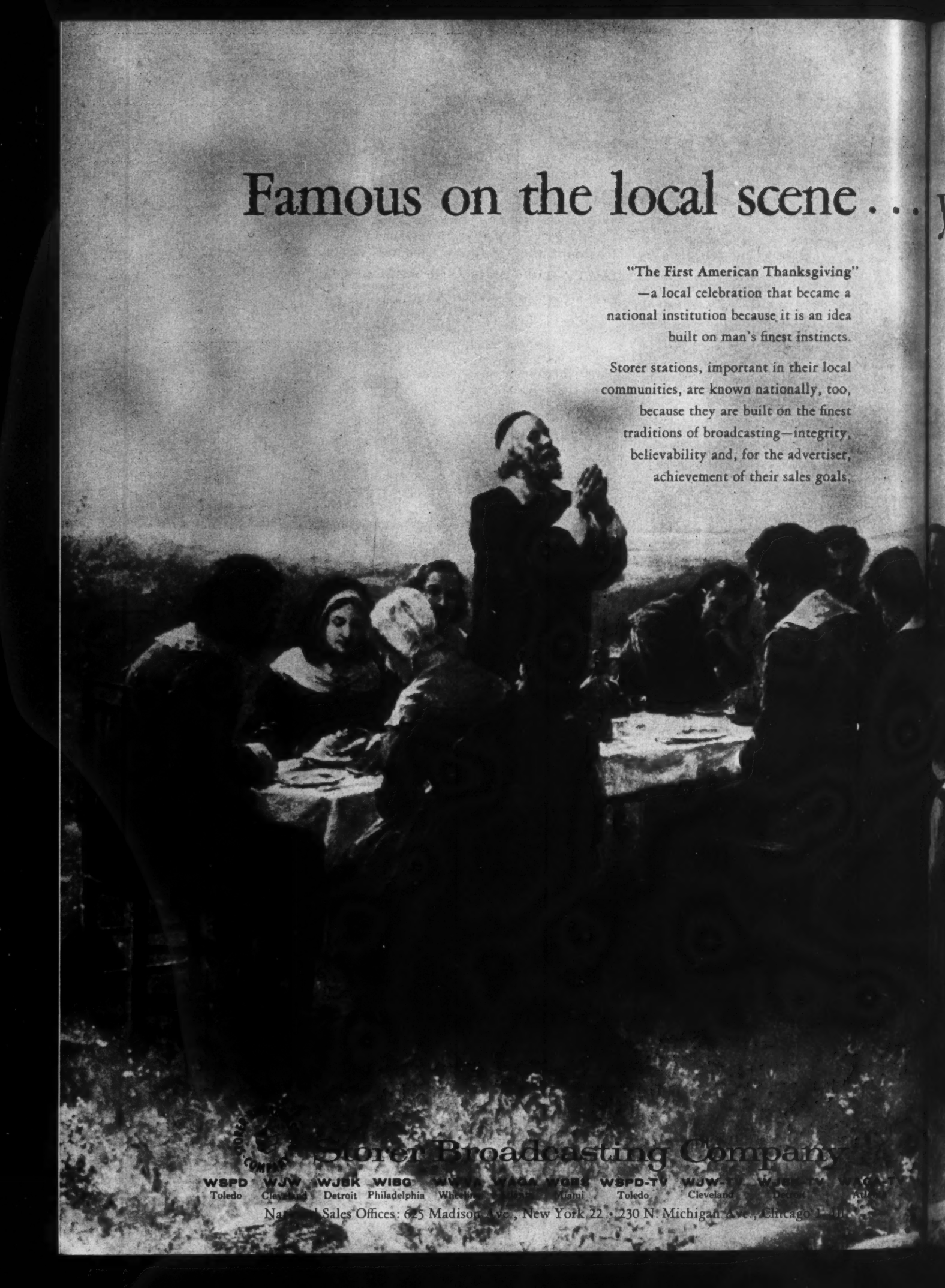
"Warm it up?"

Call your WLW Stations Representative . . . you'll be glad you did!

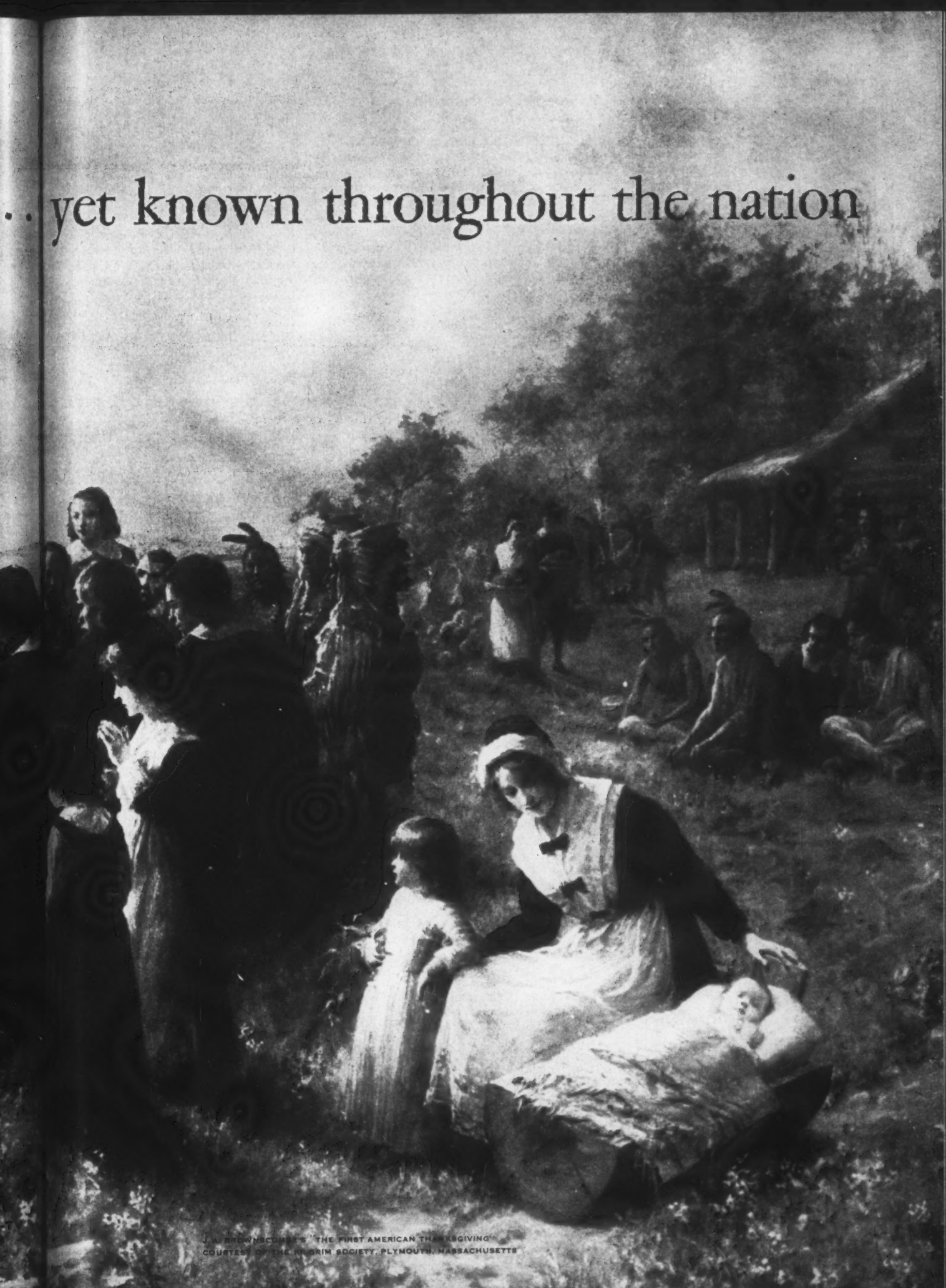
WLW-T Television Cincinnati · WLW-C Television Columbus · WLW-D Television Dayton · WLW-A Television Atlanta · WLW-I Television Indianapolis

W L W Radio

Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Detroit, Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of Avco


Famous on the local scene . . .
"The First American Thanksgiving"
—a local celebration that became a national institution because it is an idea built on man's finest instincts.
Storer stations, important in their local communities, are known nationally, too, because they are built on the finest traditions of broadcasting—integrity, believability and, for the advertiser, achievement of their sales goals.
Storer Broadcasting Company
WSPD Toledo
WJW Cleveland
WJBK Detroit
WIBG Philadelphia
WSPD-TV Toledo
WJW-TV Cleveland
Sales Offices: 625 Madison Ave., New York 22 • 230 N. Michigan Ave., Chicago 1

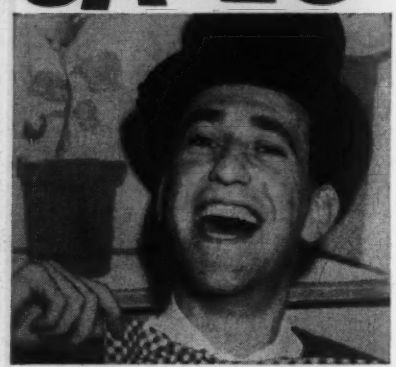
...yet known throughout the nation



J. L. BROWNSCOMBE'S "THE FIRST AMERICAN THANKSGIVING"
COURTESY OF THE PILGRIM SOCIETY, PLYMOUTH, MASSACHUSETTS

Time Magazine calls him GREAT!
Advertisers say he's Selling DYNAMITE!

SOUPY SALES



Adults love him!
Kids worship him!

"BREAKFASTIME WITH SOUPY"

A happy morning show with an established audience ready to move from noon to morning with their favorite comic. The new time will mean more adults will be around, too . . . making Soupy a better buy than ever! When you buy Soupy you buy the comic who became the top-rated daytime show in Detroit—outrated network competition from the other two!

7:30-8:30 A.M. MONDAY thru FRIDAY starting OCT. 13

For Availabilities contact

WXYZ-TV CHANNEL 7 DETROIT abc

or Blair-TV!

OPEN MIKE

Everywhere But Outer Space

EDITOR:

As a result of the story on the Lambda Tele-remoter [MANUFACTURING, Sept. 1], we received an almost immediate response from Mr. R. H. Thomson, chairman of Scottish Television Ltd. Needless to say, we were surprised and pleased to receive a response from such a distance as a result of this article. We hadn't realized the foreign circulation of BROADCASTING which also resulted in two other inquiries from foreign countries.

L. W. Mallich, President
Lambda-Pacific Engineering Inc.
Van Nuys, Calif.

Nosegay From Mathisson

EDITOR:

I consider the Clark gasoline story [ADVERTISERS & AGENCIES, Oct. 20] a well-written article. It is surprising how you were able to accumulate enough information to print a story when, as you point out, "company and agency executives studiously abstain from discussing radio philosophy, policy, budget and coverage."

Paul J. Wraga, Vice President
Mathisson & Co.
Milwaukee, Wis.

For 'Hard-to-Crack' Prospects

EDITOR:

"Radio: Wanamaker's Hot Salesman" [ADVERTISERS & AGENCIES, Oct. 20] is a real hot sales tool. Send a dozen copies. I want to present them to some of our hard-to-crack prospects.

Willard Deason, President
WVET Austin, Tex.

. . . If the Wanamaker article is reprinted, we want a few dozen copies.

Frank E. Wimberly, President
KWHW Altus, Okla.

. . . Please send reprints of Wanamaker story.

Larsen Schilling
Mallard Mfg. Corp.
Philadelphia

. . . What's the possibility of getting 25 reprints?

George Webber, President
KWDM Des Moines, Iowa

. . . I would like ten copies of that Wanamaker page.

Brett Allison, Program Director
KRBC Abilene, Tex.

[EDITOR'S NOTE: Reprints of Wanamaker's success story are available at five cents each.]

Not Enough to Go Around

EDITOR:

Please send six reprints of "More Support for Auto Buys on Tv" [LEAD STORY, Oct. 13], telling the success of different dealers in selling cars on tv. We have tried to circulate our few copies of BROADCASTING around the car dealers in town, but requests run too high. It's articles like this that help keep local tv salesman in business and make our job easier.

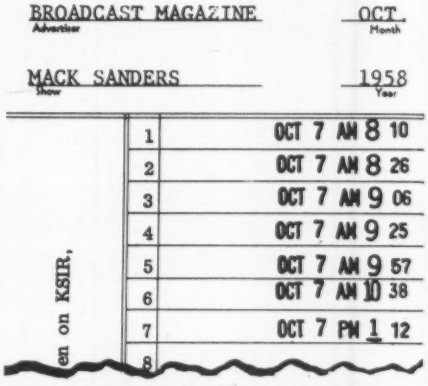
Charles Warner, Account Executive
WSPA-TV Spartanburg, S. C.

[EDITOR'S NOTE: Reprints of this sales ammunition are available at ten cents each.]

Clocking The Spots

EDITOR:

You might be interested in the new system we have established here. We are using an IBM time clock as per this sample to



show advertisers the exact time their spots were run. This has been a great time saver. It could be adopted by other stations.

K. W. Pyle, General Manager
KSIR Wichita, Kan.

Mail Pull

EDITOR:

Thanks for your thorough and excellent handling of the story on our spot tv industry study [ADVERTISERS & AGENCIES, Oct. 27].

Since that time our highest hopes for the success of this job have been fulfilled. Requests are coming in from all groups—advertisers, agencies, stations and all of our sales offices—at the rate of almost 100 a day. . . . Your editorial acumen serves as our bell-wether for estimating the degree of a project's probable success.

Bob Hutton
Edwin Petry & Co.
New York

Stereo in Other Places

EDITOR:

With malice toward none, we beg to dispel the belief that the Atlantic City twin-am stereo broadcasts [STATIONS, Oct. 27] were the first aired over such a setup. KARK and KLRA in Little Rock began regularly-scheduled sponsored stereo broadcasts on Oct. 1.

Shirley Kennedy
KARK-AM-TV Little Rock, Ark.

EDITOR:

. . . KTW and KNBX in the Greater Seattle area have been doing sponsored stereo shows on two am stations since March 1.

Don Bevilacqua, Manager
KTW Seattle, Wash.

why we spell MONY without the "E"

"MONY," our modern nickname, didn't just happen, it was created to meet a need. Time was when our official company name was really distinctive, because ours was the first mutual life insurance company in America to offer life insurance on the mutual principle to the general public.

But as the first hundred years rolled by, many other *mutual* life insurance companies sprang up and our natural nickname, "Mutual Life," began to lose individuality. This created confusion with our policyholders and the public. Obviously, something had to be done.

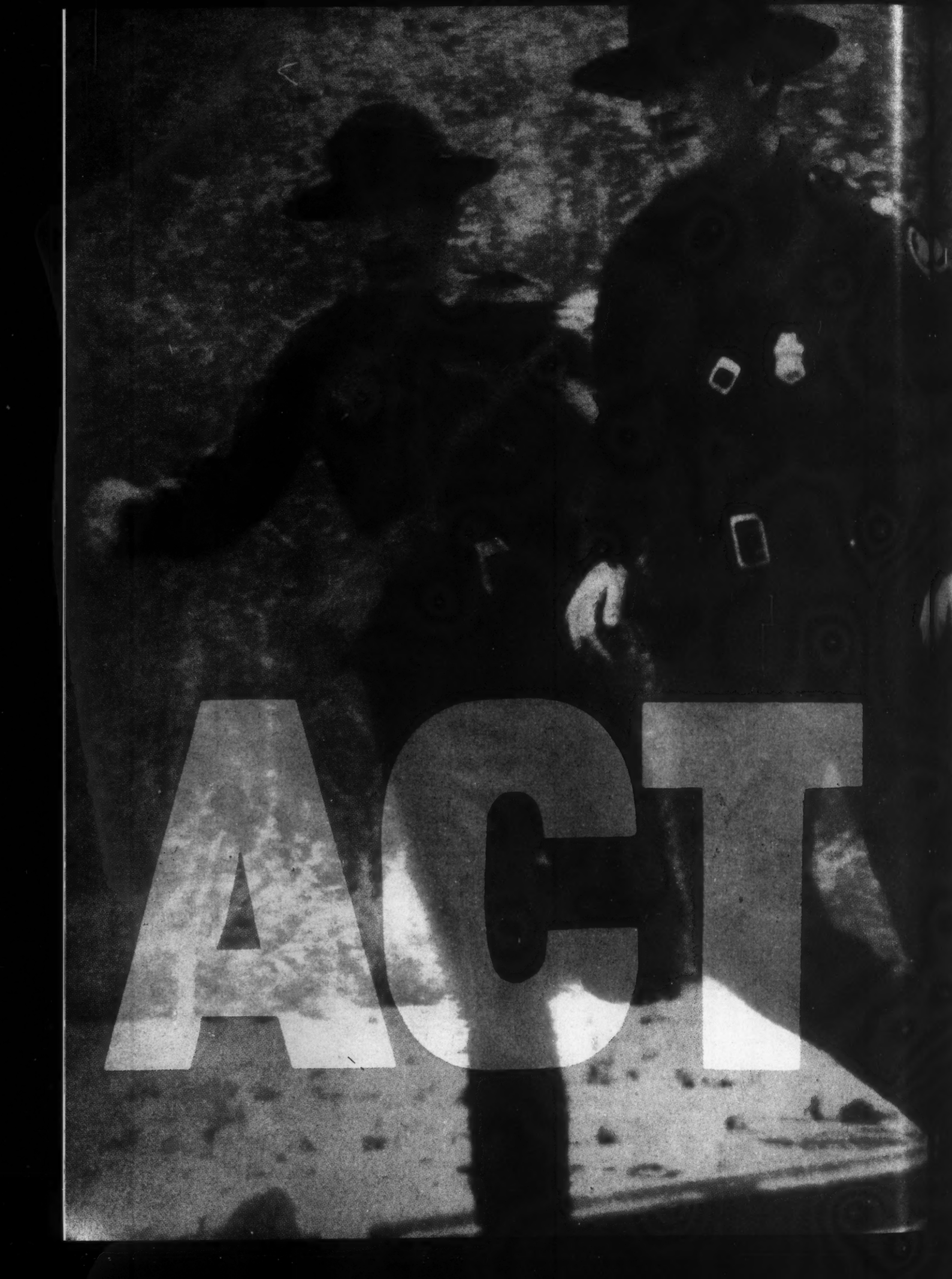
The more we studied our full company name, the more evident it became that the words "Mutual Of New York" seemed to set us apart most clearly. A little doodling with our initials led us to "MONY"... as in cold cash.

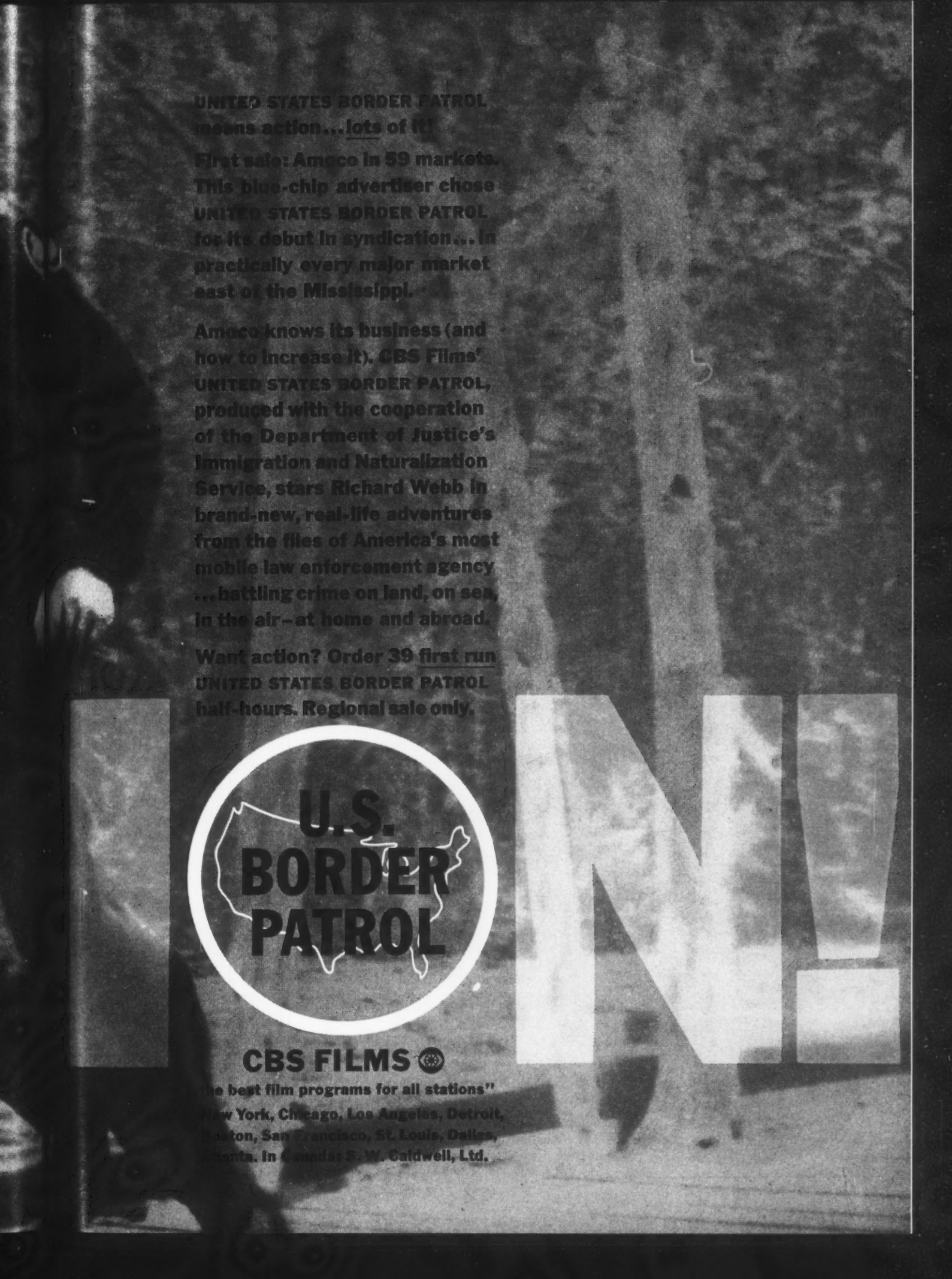
MONY now provides us with a short and easy-to-remember brand name which clearly describes our principal service . . . money for future delivery.

MUTUAL OF NEW YORK

The Mutual Life Insurance Company Of New York, New York, N.Y.
Offices located throughout the United States and in Canada

FOR LIFE, ACCIDENT & SICKNESS, GROUP INSURANCE, PENSION PLANS
MONY TODAY MEANS **MONEY** TOMORROW!


ACT


UNITED STATES BORDER PATROL
means action...lots of it!
First sale: Amoco in 59 markets.
This blue-chip advertiser chose
UNITED STATES BORDER PATROL
for its debut in syndication... in
practically every major market
east of the Mississippi.
Amoco knows its business (and
how to increase it). CBS Films'
UNITED STATES BORDER PATROL,
produced with the cooperation
of the Department of Justice's
Immigration and Naturalization
Service, stars Richard Webb in
brand-new, real-life adventures
from the files of America's most
mobile law enforcement agency
...battling crime on land, on sea,
in the air—at home and abroad.
Want action? Order 39 first run
UNITED STATES BORDER PATROL
half-hours. Regional sale only.
U.S.
BORDER
PATROL
N!
CBS FILMS
e best film programs for all stations"
w York, Chicago, Los Angeles, Detroit,
ton, San Francisco, St. Louis, Dallas,
nta. In Canada: S. W. Caldwell, Ltd.

BROADCAST
TO
Oakland County
PONTIAC
MICHIGAN
A
CONCENTRATED
MICHIGAN AUDIENCE
WPON
serving
A
Billion Dollar
Market
1st
IN PONTIAC HOOPER

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958

CONTACT
VENARD RINTOUL & McCONNELL, INC.

Associated with Lansing's

WILS
music news sports

OUR RESPECTS

to John Bell Simpson

THE client interrupted the conference when Jack Simpson was three-fourths of the way along in his "informative" talk on a particular network property—hardly a "hard sell" presentation. Said the client: we'll buy the program.

This was Jack Simpson, Foote, Cone & Belding's broadcast negotiator, in action earlier this fall in the New York office of the agency. Only a few months before—in the heat of the summer—he was brought from his Chicago post to New York and to the source of national tv-radio program negotiation and decision-making.

He is unlike some of his agency contemporaries. He's neither highly-charged nor aggressive, and tends to "sell" his proposals effectively but on a "low key."

In the newly-created post of vice president and national director of broadcasting, Mr. Simpson's area is client contact, creativity and negotiation, a field that is difficult and demanding because it requires instinctive and practical knowledge of advertising and radio-tv. His responsibility sweeps across broadcast activity of all FC&B offices, including all the agency's network negotiating as well as channeling all national radio-tv activity of the agency.

He is definitely not ulcer-prone. Long ago he learned to keep under control the nervous tensions and demands of the business. Often he'll work off excess strain by "raking the leaves, playing golf or taking the children to a football game." And there's also the advice given him years back. At a board meeting, a client repeatedly smashed his fist on the table. Mr. Simpson calmly cautioned him of ulcers. "I don't get 'em, Jack; I give 'em," was the terse reply. After the meeting the client gave him some straight-from-the-shoulder advice on when and how to relax.

John Bell Simpson was born in Chicago Oct. 15, 1909, went through Cleveland, Ohio, schools and studied journalism at the U. of Missouri. In 1936 he was writing in New Orleans, the output going to mystery detective pulps and assisting production for a local theatre unit. Through the latter, he got into radio by a "fluke," writing, casting and producing a radio show for WDSU New Orleans, the station later hiring him as an announcer six hours nightly. Since the station was a network affiliate, Mr. Simpson spent hours "listening to radio and reading every script I could get my hands on." Soon he was writing and selling scripts. By 1937, he was handling radio for Stone, Stevens, Howcott, Halsey, an agency in New Orleans.

ONE of his first shows: a women's program of household hints and featuring a young New Orleans lass, Mary Alyce Buist, known on the air as "Ann Baker." His association with the program lasted four years but with Mary Alyce, much longer; they were married in 1940.

Mr. Simpson had struck up a close friendship in New Orleans with another mystery detective writer, an ex-attorney from California named Erle Stanley Gardner. In 1942, he took a leave of absence from the agency to accompany Mr. Gardner to Hollywood to help develop the *Perry Mason* radio show.

In May 1943 NBC asked him to direct musical and dramatic production for the network in Chicago.

In 1944, Mr. Simpson joined the Russel M. Seeds Agency as director of radio and television, serving as creator, producer, writer and director of many radio shows, and produced hundreds of radio and tv commercials (some of the programs: *The Raleigh Room with Hildegarde, Gay Mrs. Featherstone With Billy Burke, Red Skelton, People Are Funny* and *A Life in Your Hands.*

He moved to FC&B in Chicago as radio-tv supervisor in January 1952 and was elected a vice president and director of broadcast exactly a year later. His responsibilities included broadcast activities of Armour & Co., recommendations bearing on broadcast media from all of the agency's product groups and traffic for all radio-tv supervision and operations.

Mr. Simpson is an "avid airplane reader," consuming books at a high rate while in travel. He has a complete workshop (including power tools) at his home in the Milbrook section of Greenwich, Conn., has read every book written by Mr. Gardner and gets in a round of golf every weekend available—his house backs up to the approach on the eighth green of the Milbrook Club.

The Simpsons have two daughters, Carol Buist Gardner, 15, and Jann Bell, 12.

On tv's sales impact, Mr. Simpson has a yarn. About 10 years ago, he and a top executive of Kool cigarettes visited nearly every bar in Chicago's Loop because "all tv sets then were in saloons" and Kools sponsored a 7:30-11 p.m. telecast of local collegiate basketball. Viewers stood four deep at the bar and when the commercial came on, actually asked the bartender for packages of Kools. "Reaction was that immediate," Mr. Simpson says, his voice bearing still a trace of awe.

Symbol of service

Looking for protection of your advertising dollars? WROC-TV, Channel 5, Rochester, N. Y., serving 307,750 TV homes in 13 Western New York counties, reaches 27.4% more homes daily than the other Rochester channel (NCS #2). Thus every rating point on WROC-TV, Channel 5 is worth 27.4% more than a rating point on the other channel.

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For unusual results in an unusual market that is famous as a test market, viewers and advertisers turn to Channel 5, WROC-TV, Rochester's *most powerful* station.

A symbol of service, like the devoted policeman, WROC-TV guards the interests of audiences and advertisers. Represented by Peters, Griffin and Woodward.

Symbol of Service

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KWFT cost-per-1000 is one of the lowest. Few markets are so dominated by one station as is this 77-county KWFT market in Texas and Oklahoma. See NCS #2.

Get the facts from your H-R man or your Clarke Brown Office

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The Voice of the Rich Southwest

5 KW at 620 Day and Night

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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IT HAS HAPPENED HERE

Whoever fired *electronic journalism* into orbit did something pretty constructive for the broadcasting industry. We hope the satellite stays up there indefinitely, beeping its constant inspiration.

Much is heard these days about "Freedom of Information" and "The Right to Know." Call it what you may, people will stick close to the media which makes those ideals a reality.

Last week's TV-Radio election coverage was a smash-hit performance. Speed and interpretation were an unbeatable combination. It was a real public service. We hope that momentum generated with such an achievement will carry down the line.

There is still a great opportunity at station levels to reflect the every-day happenings of a neighborhood, a city or an area. It requires talent, originality and production imagination, but the job can and should be done.

We have sincere admiration for the men who have ventured, and made the broadcasting business what it is. The time may be appropriate for other trends in *electronic journalism.*

ALLEN KANDER AND COMPANY

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THIS HALLOWED GROUND . . .

Arlington National Cemetery, 1958

Here in Arlington Cemetery
is ground dedicated to
our Nation's honored dead . . .
those who have well
served their Country.
Fred Maroon's inspirational
photograph captures in
Autumnal splendor a portion
of this National Shrine . . .
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AN AFFILIATE OF THE CBS TELEVISION NETWORK

OPERATED BY THE WASHINGTON POST
BROADCAST DIVISION

REPRESENTED BY CBS TELEVISION SPOT SALES

Arlington National Cemetery, 1958

FLORENCE

the milky way market

Buy selling time with WBTW!

Accurately measure your advertising investment with results in Florence, *"the Milky Way Market."*

More than 121 National Advertisers are enjoying satisfying sales results by using WBTW, the only VHF Television Station in the entire 78-mile area.

Selective programming from all three networks creates perfect adjacencies for your product. The potential: One Million with One Billion!

BUY SELLING TIME WITH WBTW! Call CBS Television Spot Sales.

WBTW
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Channel 8 Top Power

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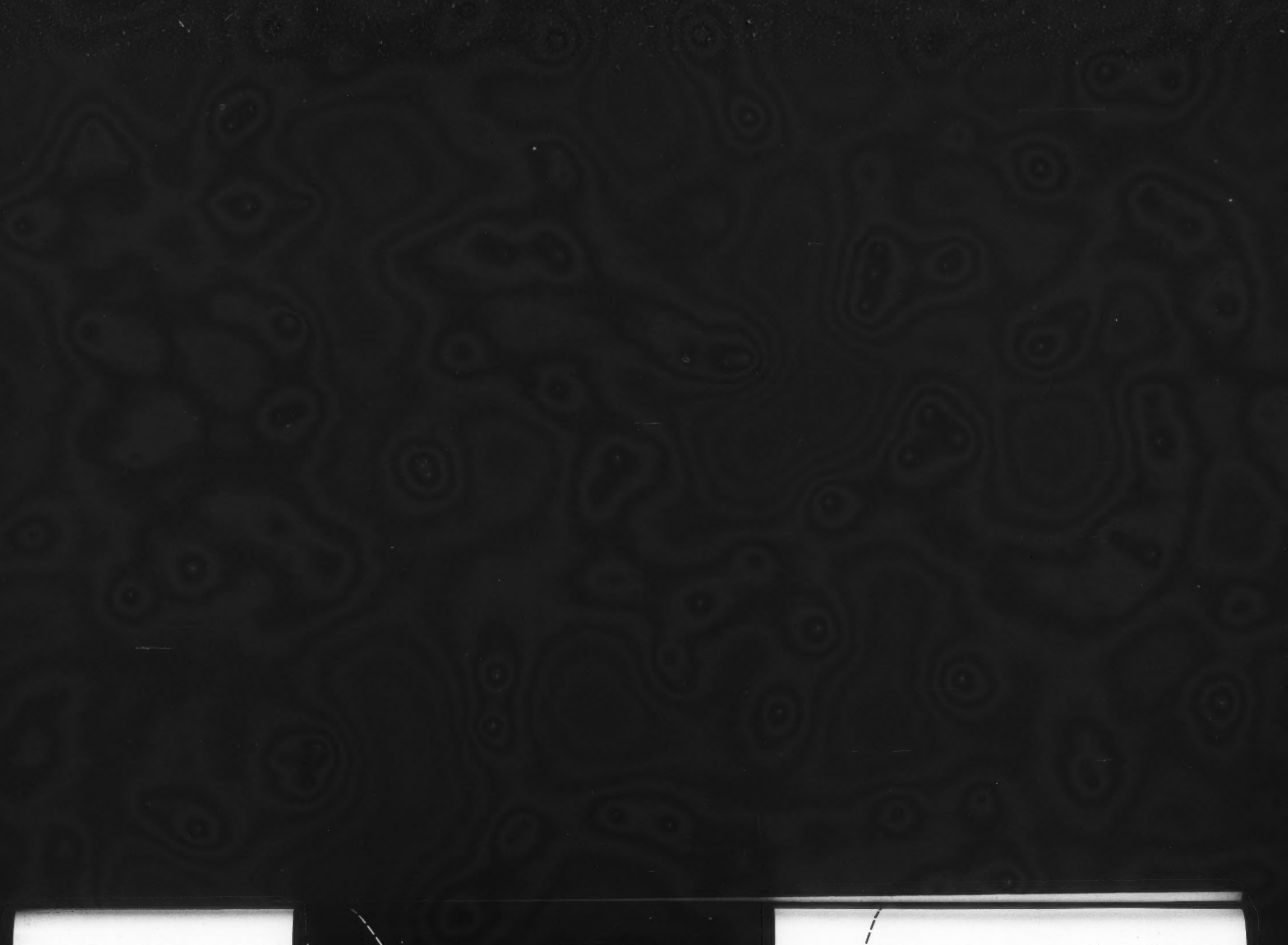


BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 19 NOVEMBER 10, 1958

BLOOD ON THE HOMESTEAD'S LAWNS?

- **Tv cost controversy predicted for ANA meeting this week**
- **It's sparked by anticipated report on alleged tv inflation**
- **Network, rep researchers muster strong counter-arguments**

Television operators last week mounted a drive to repeal the prospect of a rate-cutting movement among the country's leading advertisers.

Target of their offensive was a report to be delivered today (Nov. 10) to the Assn. of National Advertisers by Miles Wallach of M. A. Wallach Research Inc. and its new TPI Inc. division. Mr. Wallach has said he can show that advertisers might profitably reconsider the validity of cost-per-thousand figures computed on the basis of existing ratings [ADVERTISERS & AGENCIES, Nov. 3].

Mr. Wallach's report, to be presented to the radio-tv workshop at the ANA's 49th annual fall meeting, is based on in-home coincidental interviews which, according to Mr. Wallach, found a high degree of inattentiveness among television viewers—"a major difference between 'sets in use' and sets actually being viewed." The ANA meeting is to be held at The Homestead, Hot Springs, Va. (story, page 35).

Mr. Wallach's pre-ANA preview, which also questioned television's impact in terms of sponsor identification, stimulated television broadcasters to reply in kind—with research and conclusions of their own—and prompted Blair-Tv, one of the leading television station representatives, to release details of previously undisclosed media tests made for some of the nation's heaviest spenders.

No matter what Mr. Wallach's findings on attentiveness may be, said Blair-Tv Executive Vice President Edward P. Shurick, "the fact that television is a selling force of unmatched power and efficiency is the really important thing."

This argument also was advanced by network and other researchers who, while citing existing evidence to challenge Mr. Wallach's conclusions, pointed out that they would have to wait to see his documentation before attempting to evaluate the studies in detail.

Mr. Shurick released the results of a series of tests made for major advertisers under Blair-Tv's "Test Market Plan." This is a market research service, designed to bring new advertising into television and directed by the Blair research vice president, Ward Dorrell. TMP enables new advertisers to test television impact, sales effectiveness, copy formats, etc., at no cost other than the normal charge for the media used. The research costs are paid by the Blair stations in the markets tested.

Blair-Tv officials estimate that more than $500,000 worth of advertising already has been tested through TMP. To date, advertisers have used 22 of the 26 Blair-Tv stations in conducting 44 tests, of which 32 have now been completed.

In releasing results of those tests which the advertisers no longer insisted upon keeping in the confidential file, Mr. Shurick said:

"The important thing is that television, spot or network, sells merchandise—and it moves the goods off the shelves faster, in larger quantities and more efficiently than any other advertising medium. The Blair-Tv represented stations during the past year have proved this on the basis of monitoring the singing of cash registers instead of doorbells for a blue-ribbon list of the country's most astute advertisers [Editor's Note: See list on page 34].

"What would happen if one applied the same technique of Miles Wallach to newspapers? First, it would be discovered that copies of newspapers are sometimes purchased but never read. In the largest, mass buying markets where commuting is a necessary evil, hundreds of papers are read by the man of the house and left on the train, never to reach the eyes of Mrs. Housewife who is responsible for most of the purchases in the home. And even when she does see the paper, 'noting' and 'read most' figures long since have shown that the odds are she missed reading a particular advertisement.

"Does this mean that newspaper advertising is ineffective? Of course not. The comparative studies conducted to date through Blair-Tv and its represented stations by in-

STATION REP SHURICK

RESEARCHER WALLACH

Edward P. Shurick, executive vice president of Blair-Tv, last week released results of television sales power tests to counter charges that television is overrated. The charges, based on in-home, personal interviewing, will be made today to the ANA annual meeting by Miles A. Wallach, of M. A. Wallach Research Inc. Mr. Wallach says advertisers may want to review the validity of cost-per-thousand figures computed on the basis of existing ratings.

THE SELLING IMPACT OF TV

dependent research organizations do give dramatic proof that television is decidedly more effective than other advertising media on an equal dollar investment basis.

"I would be the last one to say that research has not contributed greatly to making television (and radio, for that matter) more scientific than other media. We know more about public response, whether it's audience ratings or sales impact, than any of our contemporaries. In fact, we darn near research ourselves to death.

". . . The proof of the pudding to hardheaded businessmen is that television sells and it sells more effectively than other advertising media."

Researchers among the networks and elsewhere were wary about analyzing Mr. Wallach's observations until they can see the documentation he offers to ANA, but in general they did assert that:

• The question of attentiveness is not new; it has been raised before and presumably answered to the satisfaction of advertisers and agencies.

• Nobody claims that 100% of the audience gives 100% attention all the time. The important thing is television's ability to reach and sell audiences, and its superiority in this respect has been documented many times.

• A. C. Nielsen Co. research for CBS-TV showed that in daytime—when people would seem more apt to wander away from their sets—in 96.1% of the cases somebody was both viewing and listening when the set was on, and that one or more persons were at least listening, leaving 1.1% as the incidence of inattentiveness. This study was based on some 4,800 telephone interviews. (Mr. Wallach said that in one of his studies 1,298 doorbells rung produced 477 homes "tuned in" but that nobody was in the tv room in 6% of these cases.)

• An American Research Bureau study, involving almost 60,000 coincidental telephone calls, produced similar results: for nighttime—the day-part that Mr. Wallach surveyed—96% of the sets in use were being "attentively viewed."

• A study by NBC, based on personal interviews with housewives in 14 cities, showed that in homes tuned to daytime network shows the housewife herself was watching in 91% of the cases. This did not include cases where the viewing was being done by family members other than the housewife.

• In in-home interviews, such as those employed by Mr. Wallach, the arrival of the interviewer can change the in-home viewing situation. Viewers not dressed to receive guests, for example, may flee at the sound of the doorbell.

• Despite the protests of a number of ratings organizations, the board of directors of the tripartite Advertising Research Foundation—made up of advertisers, agencies and media—has approved recommendations that "exposure to a broadcast should be measured in terms of set tuning," rather than in terms of "attending sets" or actual "listening or viewing."

The surveys on which Mr. Wallach bases his report to ANA were sponsored by Ford Motor Co., Chrysler Corp., Revlon and *Reader's Digest*. In conjunction with George Abrams of Revlon, chairman of the ANA Radio-Tv Committee, he had tested the in-home technique in Syracuse last spring, at which time the format was proposed as a new ratings service. Mr. Wallach now says that the service is not intended to compete with existing ratings organizations but rather is offered as an additional service to "take over where nose-counting leaves off."

Below are a dozen of the case histories released by Blair-Tv from its files of studies made under the Test Market Plan which its represented stations sponsor.

HOW TELEVISION BOOSTS SALES CURVES

In the past year some $500,000 worth of advertising for 44 products has been tested through Blair-Tv's Test Market Plan. The plan is designed to bring new advertisers into tv by showing what tv actually does as a sales medium. The tests are researched at the expense of stations represented by Blair-Tv.

Here are results achieved for 12 of the 44 products, released last week by Blair-Tv with the agreement of the advertisers. Other results have been kept in confidence by the advertisers for competitive reasons.

B. F. Goodrich • The advertiser used three Florida markets to test effectiveness of its "Smileage" copy theme—tv in Tampa, radio in Orlando and newspapers in West Palm Beach. The same expenditure was made in each. Interviews were then held with 500 male car-owners, with these results:

Remembrance of any Goodrich tire advertising: 75.6% in Tampa (where tv was used), 51.7% in Orlando (radio), 50.6% in West Palm Beach (newspapers). Remembrance of individual traits of the product: 18 in Tampa, 15 in Orlando, 12 in West Palm Beach. Identification of the "Smileage" copy line: 9.3% in Tampa, 6.2% in Orlando, 4.7% in West Palm Beach.

Niagara Starch • The Pulse interviewed 500 housewives before and after a spot tv campaign in New Orleans. It found Niagara the best known starch in the market both before and after the campaign, but brand awareness jumped from 58.4% to 76%. The second and third products in the market in terms of brand awareness respectively (1) dropped from 49.2% to 42% and (2) held fairly steady with 48.8% against 48.2%.

Frenchette Salad Dressing • The test in this case was between radio in Los Angeles and television in Dallas-Ft. Worth, again using interviews with 500 housewives both before and after. Before, in Los Angeles, Frenchette was in 4.4% of homes and in fourth place in the market; after, it was in 5% of homes, still in fourth place. In Dallas-Ft. Worth, Frenchette also started out in 4.4% of homes (third place), but after the tv drive had moved up to 10% and second place. In Los Angeles new users of the product increased from 9% to 12%, while in Dallas-Ft. Worth they increased from 9% to 32%. In brand awareness, Frenchette started in seventh place in Los Angeles, ended tied for seventh; in Dallas-Ft. Worth, it began seventh and ended second. After the radio push 13 housewives in Los Angeles mentioned hearing the radio commercials; 91 remembered the tv commercials in Dallas-Ft. Worth.

Sunoco • Male car-owners were interviewed after two spot tv campaigns in Columbus, Ohio (one after two weeks, the other after 15 weeks). After the first, 43.6% could identify Blue Sunoco as the "custom-blended" gasoline; after the second, 58.8% identified it. The brand, first in awareness in both interview periods, rose from 68.4% in the first to 73.2% in the second. Television was credited as source of information about the product by 24.6% after the first drive, by 35.2% after the second.

Tri-Nut Margarine • In interviews before and after an introductory tv campaign in Pittsburgh, Tri-Nut spiraled from four mentions out of 1,557 responses to 203 out of 1,969. When consumers were asked what margarine they had purchased most recently, Tri-Nut received one mention before the tv drive, 38 after it (Brand A's respective mentions: 99 and 63; Brand B's: 43 and 60; Brand C's: 42 and 50). When asked which margarine they remembered being advertised, 198 named Tri-Nut, 137 Brand A, 116 Brand B and 109 Brand C.

Laxium Laxative • Another tv vs. radio test was conducted for this Block Drug product, using New Orleans and Atlanta respectively. Brand awareness in the tv market increased from 10% to 33%; in the radio market it held steady at 20% (the radio "before" survey came after four weeks of advertising; the tv "before" after eight days). After the New Orleans tv drive 2% of respondents had purchased the product; in Atlanta, less than 1%. All but 3% of the New Orleans respondents who knew of the product credited tv as their source.

Ben-Gay • A different type of result was shown after a tv test in Providence, R. I. (using New Haven, Conn., as a non-tv control market). In this case the product was already well-known in its field, and no significant differences in brand awareness were noted after the tv drive (55% in Providence, 52.4% in New Haven), nor was there much difference when respondents were asked which brand they would use (first place in both markets, 34.6% in Providence, 34.8% in New Haven). The payoff came when they were asked if they had bought Ben-Gay within the preceding month: in the tv market, 40%; in the non-tv market, 20%. To Blair-Tv, this indicated that although no new users were sold, tv did move Ben-Gay off the shelves.

Although tv had not been used in New Haven, 28% of the people there men-

tioned having seen the Ben-Gay commercials. In Providence, 47% had seen them. These totals were both far ahead of other media mentions; spot radio (receiving most of the Ben-Gay advertising budget) was mentioned by 6.6% in New Haven and 3% in Providence.

DuPont Textile Fibers • Again the before and after technique was used, this time to measure spot tv's effectiveness in increasing sales of soft goods and to intensify department store cooperation. One-week campaigns were run in Chicago, Cleveland, Cincinnati, New Orleans and Los Angeles, with Columbus, Ohio, used as a non-tv control market. The "before" interviews were in May, the "afters" in June. In all markets except Columbus more people had purchased dacron-cotton clothes after the test than before. Familiarity with the advertising also increased, and more people had seen the messages on tv than in any other medium. The number of respondents who related purchase of dacron-cotton clothing to seeing the advertising increased in all the tv markets except New Orleans (no significant change), whereas the Columbus market showed a decrease.

Tussy Products • Two new products—Liquid Pearl and Medicare—were the objects of tv tests in Dallas-Ft. Worth (7 weeks) and Cleveland (11 weeks). In both markets more people had heard of the products after the campaigns than before. More had used them, too, and in Cleveland they were the only cosmetics to move up in usage.

Welchade • This was another Tampa, Fla., tv test, with interviews before and after a 15-week spot campaign. The results included an 87% rise in brand identification (88 of 588 respondents before, 141 of 500 after—from third to first place in the market); an 80% rise in brand awareness (220 of 500 before, 285 of 359 after); a 37% increase in sales (146 of 308 before, 201 of 426 after), and a 41% increase in repurchases (112 of 146 before, 158 of 201 after).

Karo Syrup • This Corn Products Refining Co. product was tested in Portland, Ore., for 12 weeks. Interview results showed awareness up from 30% to 57.2%, and from third to second place among syrups in the market. Additionally, the Karo Brand was first on the list of recently purchased syrups. Before tv, 46% of respondents had used the product; after, 72%.

Stella D'Oro • A 13-week tv spot test in Detroit produced these results for the firm's food products: identification up from 33 to 139 respondents; purchasers up from 9 to 42; respondents who had seen the tv advertising, up from 27 to 108.

The 44 products which have been tested in the Blair-Tv Test Market Plan include such categories as soap, toothpaste, nasal spray, chemicals, home permanents, margarine, soft drinks, tires, salad dressing, dog food, paper products, foods, cosmetics, gasoline, detergents, cake mixes, headache remedies and textiles.

HARBINGER OF A HAPPY NEW YEAR: NATIONAL AD BUDGETS TO EXPAND

- **ANA study reports 'substantial increase' in '59 allocations**
- **West to give findings to convention in Hot Springs today**

A "substantial increase" in advertising expenditures is being planned by leading national advertisers for 1959, Paul B. West, president of the Assn. of National Advertisers, announced in a report being released today (Nov. 10).

Among the companies planning increases, ANA said, the average boost for 1959 is 11% over 1958.

Release of the report, based on an extensive survey of ANA members, coincided with the opening of ANA's 49th annual fall meeting at the Homestead, Hot Springs, Va. Some 550 to 600 advertisers, plus the wives of 100 to 150 of them, were expected to form a capacity attendance for the three-day meeting.

Mr. West said the ANA study showed that "the pace-setters in many industries maintained or even increased their expenditures in 1958" and that of those who cut back during the 1958 recession, "many of them have already restored those cuts and are increasing appropriations for 1959." He drew the following conclusions from the survey:

"[1] Top management is showing increasing recognition of the power of advertising to cushion the effects of the recession on sales and profits.

"[2] The experience of companies which are the leaders in their fields proves that sustaining a substantial investment in well-planned advertising in bad times as well as good is the best insurance for securing and maintaining the upward trend of sales and profits on an expanding scale.

The study was based on questionnaires returned by 331 companies representing 33 different industry classifications and spending collectively more than a billion dollars a year for advertising. Ten of the 33 industry groups were described as showing "a strong upward trend," 15 as indicating upward trends among a majority of their companies, and eight as showing no consistent trend for either 1958 or 1959.

The 10 showing "a strong upward trend" were listed as soaps and detergents, clothing, confections, cosmetics, drugs, food, industrial machinery, farm machinery, transportation and home furnishings.

ANA offered this analysis for companies reporting changes for 1958, plans for 1959 and what those plans represent in terms of 1957 spending:

[1] Of 134 companies reporting expenditures up in 1958, 132 offered estimates for 1959. Of these, 89 companies (67%) said they will increase advertising again, 29 (22%) will maintain the 1958 level and 14 (11%) plan to cut back (but seven of these will still be spending at a rate above their 1957 levels).

[2] Of 90 companies which spent the same in 1959 as in 1957 and also revealed their plans for 1959, 41 (45%) will spend more in 1959; 44 (49%) will hold to their 1957-58 levels and 5 (6%) will cut back in 1959.

[3] Of 104 companies which cut back in 1958, 101 revealed 1959 plans: 64 said they will increase, 31 will maintain 1959 level, and 6 will cut back.

[4] Of the 64 companies which cut back in 1958 but plan to increase their advertising in 1959, 60 reported percentages: 30 companies (50%) will go above their 1957 level, 16 (27%) will equal the 1957 level and 14 (23%) will still be at a rate below 1957.

In a further breakdown 54 manufacturers of consumer durable goods reported on their 1958 spending. Of these, 28 expect to spend more in 1959 (27 of the 54 had cut back in 1958).

Industrial goods manufacturers: Of 56 reporting for 1958, 25 said they had cut back; of 57 reporting for 1959, 41 said they would increase.

Manufacturers whose products are a combination of both consumer and industrial goods: Of 85 reporting for 1958, 31 said they had spent less. Of 83 reporting for 1959, 47 plan to increase.

Consumer non-durables: Of 104 reporting for 1958, 19 had spent less and 55 had increased. Of 106 reporting for 1959, 65 plan increases.

ANA said its returns covered 77 advertisers who spend from $5 million to $15 million or more on advertising per year, and that 44 (57%) of these reported spending more for advertising and promotion in 1958

CONTINUED *page 38*

REASONS WHY AD BUDGETS ARE GROWING

MR. WEST

- Top management sees advertising as a cushion for recession.
- In fact, many of the advertisers who cut back during the 1958 recession have already restored the funds and, in some instances, budgeted heavier.
- Leading companies find advertising in both bad and good times as best insurance for sales and profits.

HOW BOOMING DISCOUNTER USES TV

Its dazzling sales record: $13.5 million jump in one year

In the short span of 12 months a suburban appliance shop has become the fifth largest department store in Pittsburgh, the nation's No. 8 metropolitan market.

This merchandising miracle has been achieved by the largest hard-goods television user in the area, the firm of Kelly & Cohen. The store is attracting national attention, not only because of the vaudeville joke connotations of its name but also because of its dramatic departures from conventional store techniques.

Kelly & Cohen is stirring trade interest, too, because of the effective way it uses broadcast media to develop the fastest-growing customer list in Western Pennsylvania.

A year ago Kelly & Cohen operated a single discount appliance shop on Brookline Blvd. in suburban Pittsburgh. The store was grossing around $2½ million a year, about tops for appliance stores in the metropolitan area.

Right now Kelly & Cohen is operating two discount department stores in outlying residential areas, Monroeville and Natrona Heights, plus the original store.

The three stores will wind up 1958 with $16 million in sales, despite a business recession in this industrial market —a $13.5 million or 640% increase in a year.

Here are the basic elements of the Kelly & Cohen formula:

- Guaranteed lowest prices in the area.
- A sales policy based on friendly and trained salesmen.
- Satisfied customers who know the stores stand behind everything they sell and who will come back again.
- Attention-getting promotions.
- A close contact with its agency, Marc & Co., permits major promotions to be set up in a two-day period.
- The biggest television budget of any Pittsburgh appliance retailer.
- Radio support behind special promotions.
- Customer-fetching tv and radio commercials.
- A total advertising budget estimated at $250,000 a year.

Traffic is heavy at all Kelly & Cohen stores, especially over weekends. Last Nov. 1, a Saturday, over 8,000 people passed a check-point in the Monroeville store. They wandered up and down the main aisles—650 ft. long, two city blocks —from the supermarket at the east end to the big appliance department at the west end. They wandered, looked, asked questions and most of them bought merchandise.

Next year two more department stores will be built in the South Hills and Beaver Falls areas.

This retailing enterprise didn't develop by accident, though the original Brookline appliance store was started in 1953 as a sideline by four partners who had other occupations at the time.

They made an important discovery at their new shop as they started breaking sacred retail traditions. They discovered that the $300 they timorously spent for a single announcement on KDKA-TV produced a surprising number of customers who had heard about Kelly & Cohen on ch. 2. These customers bought at least $6,000 worth of appliances. It was a lesson Kelly & Cohen never forgot.

"We wouldn't be here today if it weren't for television," Mel Landow, vice president and advertising manager, said over a cup of coffee as he took a break from relentless telephones and callers. He added:

"Television is our greatest pull. We get a 20-to-1 response from our tv commercials—$20 in appliance sales for every $1 spent for time plus indirect goodwill and sales in other departments."

That first commercial back in 1953 was in tune with the firm's adopted title as Sterling Yates, of KDKA-TV, impersonated "Kevin Kelly" in a thick Irish brogue.

Why the name Kelly & Cohen?

"We figured it was a good gimmick," Mr. Landow said.

The cast of characters in this Kelly & Cohen merchandising drama comprises four equal partners:

"Mr. Kelly"—Al Kirby, Irish Catholic, store manager.

"Mr. &"—Frank Pizzuto, Italian Catholic, president and appliance buyer.

"Mr. Cohen"—Mel Landow, Jewish, advertising vp.

And Nate Tabor, Jewish, general manager.

When they opened the Brookline shop Mr. Pizzuto had a collection business, Mr. Landow was a salesman, Mr. Kirby was with Sears and Mr. Tabor, a CPA, had an accounting firm. All but Mr. Pizzuto are in their 30s; he is in his 40s.

They found a 3,000-square-foot room in Brookline and stocked it with appliances, spending spare time and evenings on the floor until business started to boom.

A basic decision still governs the business—sell it 15% under any other store's price and stand behind all merchandise.

The Lure of Tv

Tv's traffic pull was a pleasant surprise as it quickly produced appliance sales on a 20-to-1 ratio. Every customer was asked—and still is asked—what brought him in to look at appliances. Tv outpulled newspaper advertising, this checkup showed.

And then came a flashy promotion that had all Western Pennsylvania talking —a free automobile with each appliance sale.

K&C bought 100 six-year-old autos wholesale, with warranty they needed no major repairs, were in good running condition and had new state inspection stickers. The first 100 buyers of appliances at manufacturer's list price got the pick of cars on the lot, took test drives, signed a waiver protecting the store, and drove away.

Two similar promotions have been staged, the most recent last spring.

There have been all-night appliance sales, moonlight sales, train-load sales at the Pennsylvania Railroad's freight yards, bonus sales, gift sales and continuous discount sales.

If a customer can buy anything cheaper anywhere else, Kelly & Cohen will refund the difference in cash as soon as

Here's a corner of the huge appliance department of a Kelly & Cohen department store in suburban Pittsburgh. Largest appliance outlet in the area, Kelly & Cohen stocks $100,000 worth of owned stoves, tv sets, refrigerators, washers and dryers on the floors of its three stores and has another $400,000 stock in warehouses. A high percentage of appliance customers say they came in because of television.

the price is verified. This promise is printed on the sales slip. Then Kelly & Cohen will reduce its own price on the item. This happens about once every week or two despite an extensive comparison shopping service.

Latest promotion is a free clothes dryer with each appliance sale. The appliance is sold at the manufacturer's list price and the customer gets the dryer as a bonus.

Kelly & Cohen is often called the biggest entity in the Pittsburgh appliance business. Recently it was the second largest Norge dealer in the United States and figures some day to be the first. Most of the major brands are stocked in the $100,000 appliance floor inventory which Kelly & Cohen owns outright and about four times that inventory is warehoused. This volume permits efficient purchasing.

A checkup by a BROADCASTING reporter at the Monroeville store at 3:15 p.m. Nov. 3 showed that 11 appliance sales had been made since the store opened at noon. Seven of the 11 sales slips totaling roughly $3,000 stated specifically that the customer had come in response to television commercials.

Salesmen Like Tv

Mr. Landow asked the six appliance salesmen, "What advertising medium is most effective in attracting customers?" Five of the six promptly said television; the sixth liked television but preferred newspapers.

Appliances, said Mr. Landow, are the "lifeblood" of Kelly & Cohen. They produce at least 25% of the department store sales, probably totaling around $4 million for calendar year 1958. This is far over the entire Kelly & Cohen gross sales in 1957.

The Monroeville store, a year old, and the Natrona Heights store, opened last August, follow department store custom by including many leased departments. Appliances will always be owned by Kelly & Cohen, partly for sentimental reasons. Last Nov. 2, a Sunday, President Pizzuto dropped into the Monroeville store for an off-day looksee. Sunday is as lively as Saturday at the stores. He left two hours later after personally writing over $1,000 in appliance sales, happy that he hasn't lost the old selling touch.

Kelly & Cohen is a carefully administered enterprise. The four owners hold a board meeting every Wednesday. Thanks to Mr. Tabor's strict accounting procedure, they know the previous week's cash position to the penny, how much profit they made for the week, how it compared with other weeks, how sales compared to the target figure and the specific inventory. A close relationship is maintained with every leased department and lessees conform to all Kelly & Cohen rules.

Of the estimated $250,000 advertising budget, 40% is allocated to television, 10% to radio and 50% to newspapers. Practically all of the tv budget goes to "big-ticket" appliance items, with radio joining tv in promoting the special sales. The drygoods, groceries, shoes and countless other items sold by a department store are promoted in newspaper advertising where they can be listed in large numbers. This, of course, is in contrast to the single message used for tv spots.

Kelly & Cohen (out of order): Three of the four partners in Pittsburgh's booming discount house say they changed their names to form their firm's title. Al Kirby (center) is the "Kelly"; Mel Landow (l) is the "Cohen." Frank Pizzuto (r) made the most dramatic name change; he's the "&." The fourth partner, Nate Tabor, is as active as the others in the business but not in the coined name.

As largest hard-goods buyer of tv time in Western Pennsylvania, Mr. Landow said, "We know tv pays because we have a cost analysis of every appliance sale. And the indirect benefits from tv are often more important than the direct sales." The firm spent $1,400 on radio in three days to back up a recent sale.

While Kelly & Cohen features frequent promotions, the sales level is amazingly constant throughout the year, a trait the owners ascribe to their bottom-price policy, consistent advertising, customer goodwill and word-of-mouth promotion by satisfied customers. Salesmen —and don't ever call them "clerks" if the owners are around—are carefully trained in the merchandise they sell. The appliance department is at one end to minimize noise from wandering traffic since stoves, washers, tv sets, dryers and refrigerators are not impulse items and customers like a little privacy while they ponder a purchase.

Jack Goldsmith, partner in Marc & Co., Pittsburgh agency handling the Kelly & Cohen broadcast advertising, said the stores use KDKA-TV as their basic outlet, plus spots on WIIC (TV) and WTAE (TV)

Customers flock into the Kelly & Cohen stores, and so do retailers. An incognito guest at Monroeville Nov. 3 was a well-known Johnstown, Pa., merchant who seemed to be enjoying himself hugely. The Monroeville store is near Pittsburgh's famed "Miracle Mile," one of the nation's largest suburban shopping centers, located on U. S. Route 28. Kelly & Cohen recently installed a $12,000 traffic light to allow left turns off the highway. The building, a completely rebuilt farm market, is on a nine-acre site with plenty of room for parking and seven entrances. Outside it's barn-like; inside a buyer's Shangri-La—there's even a game room for the kiddies.

The 650-foot-long interior view is practically uninterrupted. "Everywhere you turn you get a buying impulse and there aren't any stairs, elevators or escalators," Mr. Landow observed.

Customers often ask for Mr. Kelly and Mr. Cohen. They like the personal relationship and often send fan mail and appliance inquiries. Business comes from a 100-mile radius. "We send out a half-dozen truckloads of appliances every day, up to 100 miles in all directions," Mr. Landow said. "We know nearly all of these outlying customers are brought in by television.

When Borg-Warner introduced its new Dispensomat washer, Graybar Electric Co., the distributor, asked Kelly & Cohen for ideas. It took some convincing but the distributor agreed to put all its promotion money in television. The result was dramatic—two weeks of tv spots made a hot item out of the Dispensomat, which lists at $419.95. Kelly & Cohen took a carload, sold them, and ordered two more carloads. Graybar sold more Dispensomats to one dealer than it had expected to sell in the whole area.

"We have a captive audience for one minute on television," Mr. Landow said. "Every second is precious. We tell our story on news, sports and weather periods."

He added significantly, "The more money we spend on advertising the more money we make." Over 50% of appliance sales are for cash—unusually high for this merchandise.

With addition of two department stores, and two more due next year, Kelly & Cohen is in a business-creating cycle. The advertising emphasis will be shifted to goodwill, prestige, and merchandise-guaranteed approaches at a later date but these aspects are already featured by salesmen.

CONTINUED *from page 35*

and 1957. Of 118 reporting from the $1 million to $5 million group, 47 (40%) increased their budgets in 1958, while of 129 advertisers spending up to $1 million and who answered the survey, 42 (33%) said their 1958 advertising outlay was greater in 1958 than 1957.

The study was to be released at the outset of ANA's annual fall meeting, which this year will be based on the theme: "Creating More Sales and Profits in a World of Change Through Creative Research, Marketing and Advertising."

One highlight is expected to be a radio-tv session at which advertisers will be told that in-home studies have shown that viewing is not what the rating services show it to be—that advertisers don't get all they think they do when they sponsor television shows [ADVERTISERS & AGENCIES, Nov. 3; also see page 33]. This word is slated to come from Miles Wallach of M. A. Wallach Research Inc. and his new TPI Inc.

Other speakers at this session, one of four workshops to be held concurrently today (Nov. 10), include George Abrams of Revlon, chairman of the ANA radio-tv committee (and associated with Mr. Wallach in the launching of the TPI survey technique), on "What's Ahead in Radio-Tv?"; and Howard Eaton of Lever Bros., who is slated to discuss labor problems in broadcasting as they affect advertisers.

A presentation on videotape and its future importance, to be conducted by Howard Meighan of Videotape Productions of New York Inc. (also see page 68), is being rescheduled as a separate session, rather than as part of the radio-tv workshop, in order that more advertisers may attend.

The fall meeting will open with a survey of "The Changing Economic Climate" by Dr. Lawrence C. Lockley of the U. of Southern California, and a presentation of "What Is Happening in the Marketplace and How Better Planning Can Turn Failure into Success," by J. O. Peckham, executive vice president of A. C. Nielsen Co. These will be followed by the four concurrent workshops and a feature presentation by Horace W. Barry of Nestle Co. on current practices in pre-testing and evaluating promotional materials.

A Tuesday morning session on creativity will feature talks by Alfred Politz of Alfred Politz Research Inc.; E. W. Ebel of General Foods, and Louis N. Brockway of Young & Rubicam. This will be followed by a business meeting for election of officers and directors and a report by Ralph Winslow of Koppers Co. on "The Advertising State of the Nation."

The Tuesday afternoon session will hear J. Davis Danforth of BBDO, board chairman of American Assn. of Advertising Agencies, on "the agency viewpoint" on the question: "Getting the Best Advertising—at the Most Economical Cost—Through Improved Agency Relations." An off-the-record discussion of "New Developments in Agency Relations" will follow Mr. Danforth's speech.

A dramatized presentation of "What Makes for Successful Advertising Today" is scheduled for Wednesday morning, with the fall meeting winding up after a luncheon at which Secretary of the Army Wilbur Brucker is slated to discuss the defense program and its impact on the national economy. The annual fall banquet will be held Tuesday evening.

MOGUL MERGES WITH LW&S JAN. 1

- **Consolidated firm expects to top $20 million billing**
- **Another $1 million account anticipated by agency**

Another agency merger was announced last Thursday (Nov. 6) as Emil Mogul Co., New York—a powerhouse in radio-tv with over 75% of its billings in broadcasting—united with Lewin, Williams & Saylor Inc., New York-Newark-London. The merger becomes effective Jan. 1 as does the new corporate name of Mogul, Lewin, Williams & Saylor Inc.

A. W. Lewin, LW&S board chairman, assumes a similar post with MLW&S; Mr. Mogul retains the post of president and chief executive officer of the merged firm and former LW&S President Sidney Matthew Weiss becomes executive vice president.

With Mogul's 1958 billing presently estimated at $11 million and Lewin, Williams & Saylor's at $7 million, the new combination expects to top $20 million in 1959. (The Mogul agency last week was expected to gain a new $1 million account, but Mr. Mogul declined to name it "until the ink is dry on the contract.")

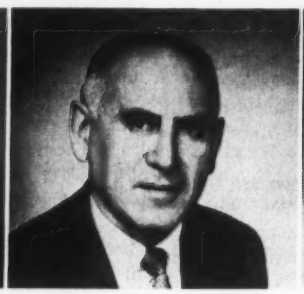
Mr. Mogul explained that this merger was not born of economic necessity on the part of either agency. He indicated that the present "inadequacies" inherent in the straight 15% agency compensation system "have led us to the conclusion that we can make more money together." (This position is typical of Mr. Mogul. He has consistently advocated new methods of agency compensation and did so again Oct. 20 before the New York chapter of Alpha Delta Sigma, national advertising society [ADVERTISERS & AGENCIES, Nov. 3.])

Both agencies will profit from the merger, Mr. Mogul went on. The new firm boasts a widely-diversified client roster—covering foods, drugs, cosmetics, fashions, fabrics, banking, industrial, houseware appliances and publishing. LW&S gains a strong broadcast department and Mogul—which has confined its activities to one office in New York now will have operational bases in New Jersey and in Europe.

Via a reciprocal servicing arrangement between LW&S and Dudley Turner & Vincent Ltd., London, the new agency now will be able to service European clients in this country. The merger also puts Mogul into direct mail advertising via LW&S' absorption a few years ago of the Kaplan agency of Newark, N. J. (Alvin H. Kaplan, heretofore president of LW&S' Kaplan Div., becomes senior vice president of the new combine).

Added to the client roster built up by Mogul and including broadcast-buying Revlon Inc. (cosmetics, shoe polishes), Ronzoni Macaroni Co., Park & Tilford Distilling Corp. (Tintex dyes, liquors), Rayco Mfg. Co. (auto accessories) are the following LW&S clients: First National City Bank of New York (though BBDO places the radio-tv compaigns), and these spot clients: Burgess Vibrocrafters Inc. (tools, appliances), Wamsutta Mills, Cambridge U. Press, Forstner Inc. (men's jewelry) and also La Tausca Sperry Inc. ("Pearls by Deltah") which uses NBC Radio.

MR. LEWIN



MR. MOGUL

MR. WEISS

Large as LW&S' client list may be, its radio-tv activity was described by an agency official as "slight." It was estimated by Mr. Weiss that radio-tv accounts for no more than $1.05 million. Still uncertain was whether all 35 clients would move along with 55 employes to the Mogul offices at 625 Madison Ave. The reason: former senior vice president Julian P. Brodie recently left LW&S for Lawrence C. Gumbinner Adv., taking with him the Gray Mfg. Co. account, and it is understood other accounts formerly with LW&S and under Mr. Brodie's direct supervision might follow.

LW&S was founded in 1921 as Williams & Saylor by the late Ralph W. Williams. It merged with A. W. Lewin Co. in 1951, and subsequently absorbed Green & Brodie and the Kaplan firm. Mr. Mogul opened shop in 1940 with a staff of four (three of whom are still with the agency) and $200,000 billing. Two of the original accounts—Barney's Clothes which "broke in" on WNEW New York with the famous "calling all men to Barney's" and Rayco are still with the agency.

Headquarters of the new agency will be 625 Madison Ave., New York (telephone: Templeton 8-7100), with branches at Raymond-Commerce Bldg., Newark 2 (Mitchell 3-3200) and 19 Buckingham St., London.

W-I-T-H

HAS TWICE AS MANY ADVERTISERS AS ANY OTHER RADIO STATION IN BALTIMORE!

And the reasons are easy to see:

1

W-I-T-H gives you lowest rates and lowest cost per thousand listeners 24 hours a day!

2

W-I-T-H gives you complete coverage where it counts—the compact, rich *Baltimore* market!

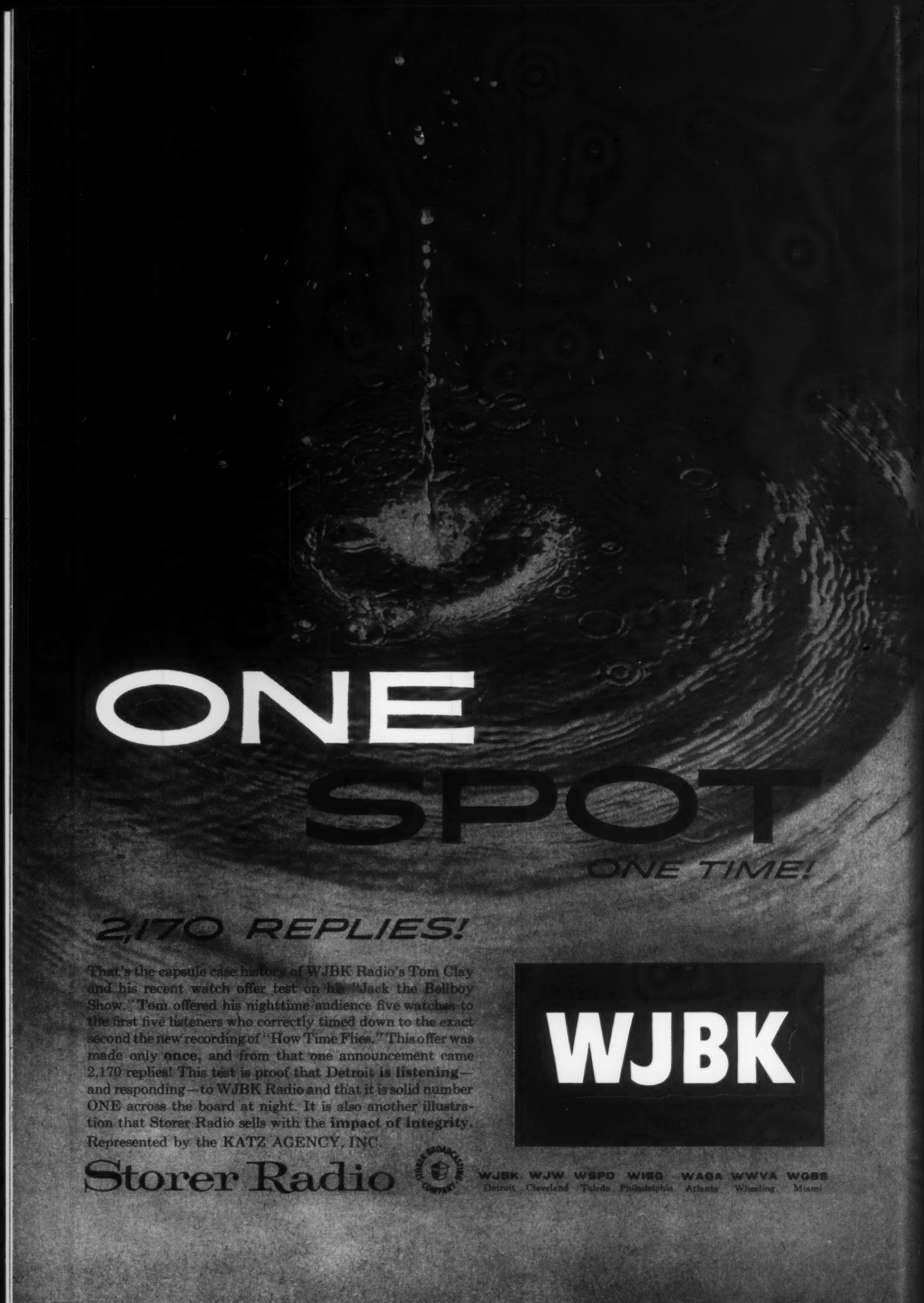
3

W-I-T-H gives you powerful merchandising "pluses" to push your product at point of sale!

Buy W-I-T-H and you buy Baltimore best!

Tom Tinsley, Pres.
R. C. Embry, Vice Pres.

Natl. Reps.: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington
Clarke Browne Co. in Dallas, Houston, Denver, Atlanta, New Orleans
McGavren-Quinn in Chicago, Detroit and West Coast


ONE
SPOT
ONE TIME!
2,170 REPLIES!
That's the capsule case history of WJBK Radio's Tom Clay and his recent watch offer test on his "Jack the Bellboy Show." Tom offered his nighttime audience five watches to the first five listeners who correctly timed down to the exact second the new recording of "How Time Flies." This offer was made only once, and from that one announcement came 2,170 replies! This test is proof that Detroit is listening—and responding—to WJBK Radio and that it is solid number ONE across the board at night. It is also another illustration that Storer Radio sells with the impact of integrity. Represented by the KATZ AGENCY, INC.
WJBK
Storer Radio
WJBK WJW WSPD WIBG WAGA WWVA WGBS
Detroit Cleveland Toledo Philadelphia Atlanta Wheeling Miami

AGENCIES OR MORTUARIES?

Benton & Bowles' McDermott blames his own kind for the high mortality rate of network television shows

Advertising agencies were chided last week for the high mortality rate of network television shows.

The scolding was administered by one of the agencies' own, Tom McDermott, vice president in charge of television programming at Benton & Bowles. Mr. McDermott has been with the agency for 16 years and before that time was a director and producer in legitimate theatre and radio.

How high the mortality rate? "Less than half of the shows on tv [networks] are holdovers from last season in the same time slots," according to Mr. McDermott. On the basis of a programming log made up by the agency, Mr. McDermott predicts that approximately half of the current nighttime network television shows "will die" and will not broadcast in the next tv season.

Mr. McDermott's comments are partly based on a program chart prepared by Benton & Bowles, logging by half-hours the period between 7:30 and 11 p.m. for each of the networks. It reveals more than half of the nighttime programs now on the air are replacements for shows which failed to survive last season (35%), or are old shows moved to new time periods in attempts to put the shows over (19%).

He laid the blame for the mortality rate on the agencies' doorstep because of what he believes is their inability both (1) to choose programs with strength and (2) to keep the shows strong.

Mr. McDermott acknowledges most agencies "at least try to select a strong show" but, he notes, they "pay little or no attention to the need for bolstering and maintaining public acceptance of the program."

Here is the count of hours per network for each night of the week as well as the Monday-Friday daytime schedules, taken from B&B's classification of programs into those established in the same periods, those established but in new time periods as well as shows which are entirely new to the schedule. Hours between 7:30 and 11 p.m. not accounted for in established or new programming are station option time. The log is as of Oct. 2.

Monday: ABC-TV—1 hour established and in same time period, 1½ hours of new shows, 1 hour to be announced; CBS-TV—½ hour established in same time period, 1 hour established but in new time and 2 hours new; NBC-TV—1½ hours established in same periods, ½ hour established but in new period, 1 hour of new programming and ½ hour station option (10:30-11 p.m.).

Tuesday: ABC-TV—1½ hours established in same time and 2 hours new programming; CBS-TV—½ hour established in same time, 1 hour established but new time periods, 1½ hours new programming and ½ hour station option (7:30-8 p.m.); NBC-TV—2 hours established in same time, ½ hour established but in new period, ½ hour of new programming and ½ hour station option (10:30-11 p.m.).

Wednesday: ABC-TV—1 hour established in same period, 1½ hours established but in new period and 1 hour of new programming; CBS-TV—2 hours established in same time, 1 hour of new programming and ½ hour station option (7:30-8 p.m.); NBC-TV—1½ hours established in same time, ½ hour established but in new time, 1 hour in new time and ½ hour station option (10:30).

Thursday: ABC-TV—1½ hours established in same time, ½ hour established but in new time and 1½ hours of new programming; CBS-TV—1½ hours established in same period, 1½ hours established but in new time and ½ hour of new programming; NBC-TV—½ hour established in same time, 2 hours established but in new time and 1 hour new programming.

Friday: ABC-TV—½ hour established in same time, 1½ hours established but in new time and 1½ hours of new programming; CBS-TV—2½ hours established in same time, ½ hour established but in new period and ½ hour of new programming; NBC-TV—2 hours established in same time and 1½ hours of new programming.

Saturday: ABC-TV—2½ hours established in same time, ½ hour new show and ½ hour station option (10:30); CBS-TV—2½ hours established in same periods, ½ hour of new programming and ½ hour station option (10:30); NBC-TV—1½ hours established in same time and 2 hours of new programming.

Sunday: ABC-TV—1 hour established in same time, ½ hour established but in new period, 1½ hours of new programming and ½ hour station option (10:30); CBS-TV—3 hours established and in same period and ½ hour established but in new period; NBC-TV—2½ hours established in same time, ½ hour of new programming and ½ hour station option (10:30).

Totals in hours for the nighttime network schedule (as of Oct. 2): ABC-TV—9 hours established and in same time periods, 4 hours established but in new time periods, 9½ hours of new programming, 1 hour to be announced and 1 hour station option time. CBS-TV—12½ hours established and in same time, 4½ hours established but in new time slots, 6 hours of new programming and 1½ hours station option. NBC-TV—11½ hours established and in same time periods, 3½ hours established but in new time, 7½ hours of new programming and 2 hours station option time.

In the daytime (Monday-Friday) schedule: ABC-TV has 1½ hours of established programming in the same time periods and now has added a new block of programming (Operation Daybreak). CBS-TV—3 hours 45 minutes established programming in the same periods, 45 minutes of new programming and ½ hour of station option. NBC-TV—1½ hours of established programming in the same period, ½ hour of established programming but in a new period, 2 hours of new programming and 1 hour of station option.

For the guidance of B&B executives as well as for clients, Benton & Bowles also spells out tv cost data for network tv programs, estimating that an average half-hour nighttime program in 1959 will cost $92,000 for time and talent [full details, ADVERTISERS & AGENCIES, Nov. 3], or an increase of about $5,000 over what is figured to be the average cost of a nighttime network tv show in 1958.

While taking a dim view of most agency tv show development, Mr. McDermott specifically points to Benton & Bowles' record:

"At Benton & Bowles we have put a great deal of work toward developing shows with staying power. We think we've been successful. For example, several of the shows we supervise for our clients are proven performers with records of longevity—shows we've had from their inception."

He explains that *Loretta Young* (NBC-TV) is in its sixth season (Procter & Gamble is sponsor); *Zane Grey* (CBS-TV) is in its third season (sponsored by General Foods and S. C. Johnson) and *December Bride* (CBS-TV) is now in the fifth season (sponsored by General Foods).

Mr. McDermott says "this kind of programming performance pays off in efficiency," noting that every one of B&B's "last-season shows" delivered messages at a cost "substantially lower than the average nighttime half-hour." Last season, he observes, the agency was able to put on tv shows for clients at a lower cost-per-thousand than any other major agency.

"We have achieved this record of performance," he maintains, "because we make advertising men out of showmen, instead of trying to make showmen out of ad men.

"We maintain the largest staff of experienced producer-directors of any agency in the world. We do so because we believe it is just as important to *keep* our shows vigorous and effective as it is to pick the right shows in the first place."

Let Our Big Lynnhaven

LYNNHAVEN OYSTERS

These famous, large and succulent oysters are highly esteemed by epicures all over the U. S. They are relatively scarce; if you are lucky enough to see them on the menu, order them! And remember you can make this part of the world your oyster by using WTAR-TV.

Oysters Remind You:

. . . that Tidewater, Va., tops all metro county areas in the southeast except Atlanta and Miami.

. . . and that **TIDEWTAR** is a better way to spell it . . . and the *best* way to sell it. For WTAR-TV is the greatest marketing force in this great and growing market.

TIDEWATER, VA. is what Virginians call the Norfolk-Newport News market. Listing by the Government as separate metro county areas obscures true size. Actually, this is one continuous urban area . . . larger than Louisville in population, and richer than Richmond plus Roanoke plus Lynchburg in retail sales!

CBS TELEVISION

WTAR-TV CHANNEL 3 • NORFOLK

Greatest Marketing Force in Virginia's Greatest Market

President and General Manager—Campbell Arnoux • Vice President for Sales—Robert M. Lambe • Vice President for Operations—John Peffer

Represented by Edward Petry & Company, Inc.

TV COMMERCIAL TILL FILLING UP IN WEST

- **Reaches 30% of U. S. total**
- **Admen gauge coast influence**

Last year, the nation's advertising agencies spent about $50 million for the production of tv commercials for clients, with more than $30 million being spent by the top 10 agencies, John Cole, west coast director of film production for Sullivan, Stauffer, Colwell & Bayles, reported Monday (Nov. 3). About 60% of the total was spent in Hollywood, he said, contrasting that situation with the one ten years ago, when Hollywood got only about 5% of the $10 million spent for tv commercials.

Mr. Cole made the contrast in introducing a panel discussion of "The Expanding Circle of Influence of Hollywood as the Center of Tv Commercial Production" at a meeting of the Hollywood Ad Club. He attributed the move to Hollywood to: the swing from live to film commercials, the increasing importance of Hollywood as a point of program origination, the entrance of the major motion picture companies into the tv commercial field, the demand for star-spoken commercials and, particularly, the craftsmanship available in Hollywood, where the technical crew members employed on a one-minute commercial will have an average of 20-30 years of motion picture experience.

Barney Carr, president, Cascade Pictures of California, reviewed the progress of producer-agency relationships from the early days when producers felt that tv was only another form of motion picture and wanted to be given a storyboard and left alone to make a film, with no appreciation of the advertiser's needs or wishes, and the agencies felt tv was merely an extension of radio, with copy all-important but little appreciation of the visual approach. Producers have learned something about advertising; agencies have learned something about production and advertisers have learned that sometimes changes have to be made in already-approved copy to achieve the proper blend of words and pictures, he said, resulting in a successful marriage of creative thinking and practical knowledge which was essential for development of the best tv commercials.

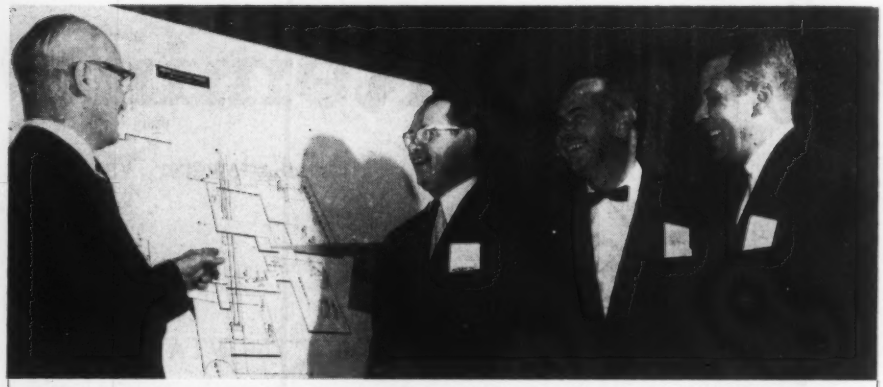
Al Tennyson, vice president in charge of radio-tv and commercial production of Kenyon & Eckhardt, noted that his move from New York to Los Angeles in July, with no change in title, was proof of his agency's conviction that Hollywood is the best location for its tv commercial production headquarters. Quality of production and competitive prices offered by Hollywood commercial producers were main factors in bringing about his move, he said, predicting that other agencies will follow K&E in moving their commercial production headquarters to the West Coast.

In introducing Joanne Jordan as probably the best known tv saleswoman on the West Coast, Mr. Cole commented that five years ago he had scoured talent agencies, casting directors and other sources and with great difficulty had lined up 15 young women for consideration as tv saleswomen for Lifebuoy soap. Recently, with no trouble at all, he got 40 eligible prospects for a similar job.

Miss Jordan noted that while agency men always want "the average housewife" for their commercials, their ideas of what that term means have changed radically. Seven or eight years ago, she recalled, they picked girls in their early 20's who were more nearly the average showgirl than hausfrau. Today they select more believable types, usually in their 30's and often over 40, she said. Storyboards are better, costumes more appropriate and scripts much more natural than they were in the early days of tv commercials, making the commercials easier for the actress to deliver and for the public to believe, she commented. In live commercials, she said, the greatest improvement has come from the introduction of the TelePrompTer.

Roland Beaudry, vice president of Collyer Adv. Ltd., Montreal, and a former member of the Canadian Parliament, in Hollywood making tv commercials in French, reported that many of Hollywood's best commercials for the U. S. or English-speaking Canada become "expensive turkeys" in French-speaking Canada, where living habits and social customs are as different as the language. His agency, he said, serves as adviser to U. S. advertisers and agencies on their French-Canadian advertising in addition to normal agency functions for its own clients.

Ed Cashman, Foote, Cone & Belding vice president for radio-tv in Hollywood, was chairman of the day at the HAC's semi-monthly luncheon meeting at Hollywood's Roosevelt Hotel.



THE LAYOUT of buildings for the Campbell-Ewald, Detroit, "Media Week" promotion is described by Carl Georgi, C-E vice president-media director, for (l to r) Edwin K. Wheeler, general manager of WWJ-AM-TV; John Pival, vice president of WXYZ-TV, and Hal Neal, vice president of WXYZ, all Detroit. The promotion, designed to demonstrate each C-E department, attracted about 500 media visitors.

Liquor Ads on Air Inevitable, According to Nuyens Executive

Radio advertising of Nuyens vodka and cordials is being carried out in good taste on radio and other media, Sheldon Levine, merchandising director of Nuyens, said Nov. 4 in an open letter to the liquor industry. Nuyens beverages are being promoted on WCRB Waltham, Mass., by Federal Liquors Ltd., Boston [LEAD STORY, Oct. 27].

"An entire new medium has been opened for the liquor industry now that Nuyens vodka and cordials are being advertised on WCRB," Mr. Levine said in the letter. "This year, the 25th anniversary of repeal, has been a momentous year in the liquor industry. The big change has been the new approaches to selling and the new marketing concepts advanced by advertising and merchandising people in relation to the new generation of consumers.

"Nuyens feels that in this modern era it can no longer keep its head buried in the sand. A careful and exhaustive study has been carried out by Federal Liquors for its Nuyens line. A two-year survey took place involving consumers and members of the broadcasting and liquor industries. As members of the latter, we paid special attention to the potential impact that the explosive subject matter would have on all segments involved as well as on our own public relations. The step into radio was inevitable."

Mr. Levine cited a statement from Rep. Emanuel Celler (D-N. Y.), chairman of the Judiciary Committee, "I congratulate Nuyens vodka for being the trail blazer—the first to advertise hard liquor on radio or television. I have been endeavoring ever since prohibition to have the liquor industry drop its inferiority complex and realize that it is a legitimate business."

Nahas, Blumberg Join Kamin To Organize Houston Agency

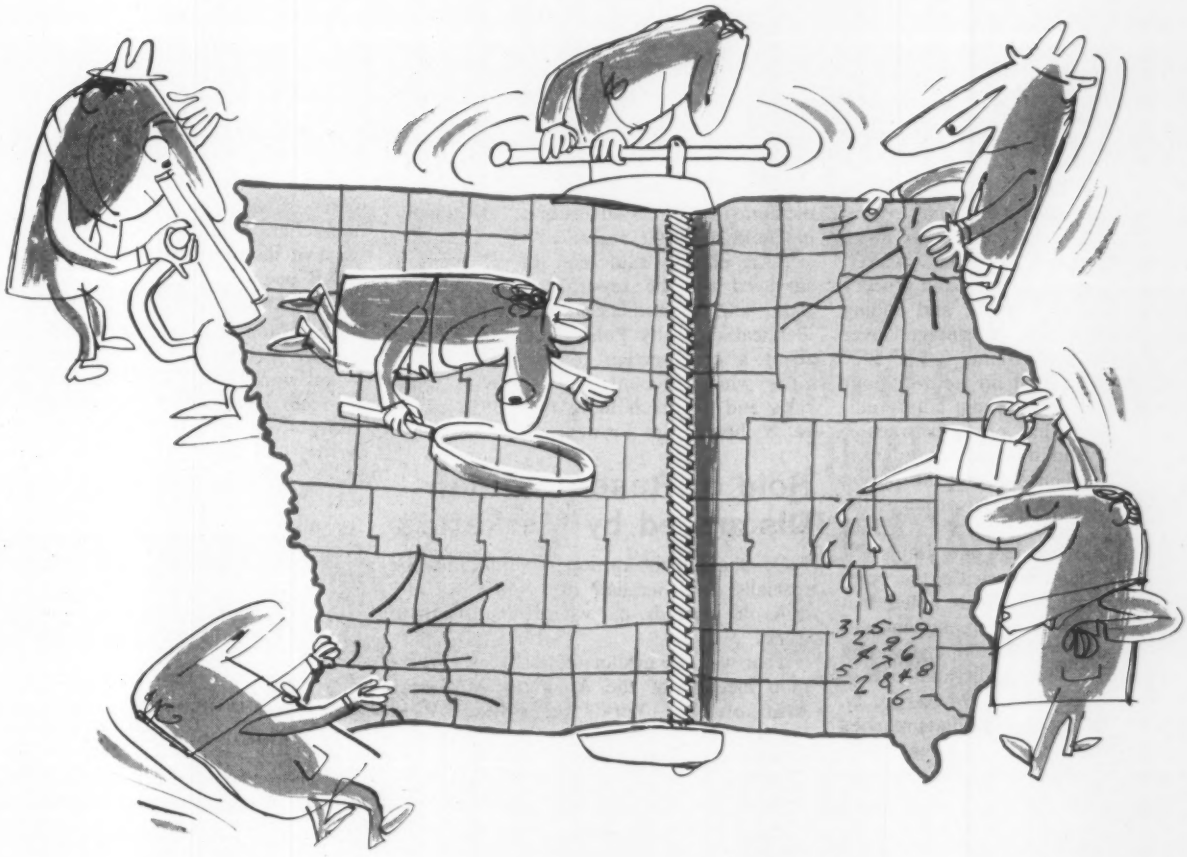
The Kamin Adv. Co., Houston, Tex., is expanding to become Kamin-Nahas-Blumberg Inc., the agency has announced.

The agency's president-plans board chairman Lester Kamin, who founded it in 1946, continues in that capacity. Fred Nahas, president of KXYZ Houston, is resigning to become K-N-B sales vice president. Third owner B. L. Blumberg, Kamin executive vice president for the past six years, becomes K-N-B operations-administration vice president.

In other appointments William Sims has been named art-production director, Diana Muth chief copy-writer and Billy Lazarus tv production director. Kamin-Nahas-Blumberg has film, recording and art studios and offices at 605 McGowen St.

Dept. of Amplification,

or a Statement About Understatement, or Shrinking Iowa, or Growing Iowa, or So Big is Iowa, or Who Watered Those Figures?



Our attention has been called to the Statistical Abstract of the U. S., which states unequivocally that the area of Iowa is 56,290 square miles.

We recently imputed to a fictitious character under depth analysis the statement that Iowa contained 56,280 square miles.

This set us off on an extensive half-hour research project which, now that it's completed, makes us think we should have ignored the whole thing, passing off the ten-mile difference as typical of the way we understate.

Our authority for the original statement was Webster's New Collegiate Dictionary. The American College Dictionary concurs. So does the Tour Book of the AAA. The Columbia Encyclopedia says 56,147. Webster's New International (Second Edition) says 56,147 *including inland water.* Turns out that all of our figures include inland water, variously quoted at 245 or 294 square miles.

Well, that's the way it goes. Iowa—real, honest-to-goodness down-to-earth-type Iowa—consists of something like 35,564,853 acres,* 34,045,000 of which are in farms. The authority for the first figure is the Iowa Development Commission; the second came from the Statistical Abstract of the U. S. (Bureau of the Census). What's more to the point: WMT-TV dominates three of Iowa's six largest cities and covers well over half of the tv families in Iowa.

WMT-TV

CBS Television for Eastern Iowa

Cedar Rapids-Waterloo

Represented Nationally by The Katz Agency, Inc.

Affiliated with WMT Radio, KWMT Fort Dodge.

* The Missouri River has a snaky way of changing course. What's Iowa today may be gone tomorrow. But not far. Or much.

ADULTS CHOOSE RADIO OVER TV MOST OF DAY, RAB REPORT SHOWS

Radio reaches more adults than television during two-thirds of the broadcast day (between 6 a.m. and 6 p.m.), according to a study released last Friday (Nov 7) by the Radio Advertising Bureau.

This conclusion emerged from an RAB-commissioned survey conducted by the Pulse Inc., New York, in 27 major markets. The results of the study are contained in a 12-page RAB report, "Adult Audience Patterns," which is being mailed to advertisers, agencies and RAB members.

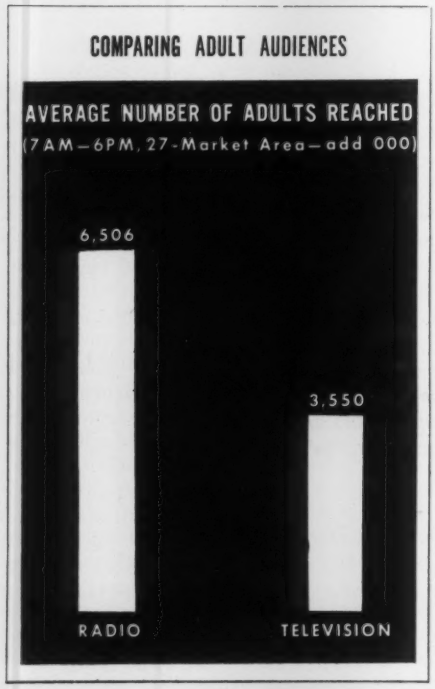
The report stresses the importance to an advertiser of reaching the adult market, claiming that 93.6% of all food and grocery purchases are made by adults, and adding that "radio offers many advantages over television as an adult medium."

The booklet states that an hour-by-hour breakdown shows that the radio adult audience is larger than that of tv between 6 a.m. and 6 p.m. and the average quarter-hour adult radio audience during this period is "nearly twice as high." It also makes the point that day or night, more than 85 out of every 100 radio listeners are adults.

Though RAB did not release the complete hour-by-hour list, officials noted that at 8 a.m., radio has an adult audience of 8,138,000 as against 2,180,000 for tv, and at 4 p.m., radio has an adult audience of 6,439,000 as compared to 4,794,000 for tv.

He said that the number of adults reached by radio in an average hour between 7 a.m. and 6 p.m. is 6,506,000, while the comparable figure for tv is 3,550,000 (see chart).

RAB did not reveal the comparative radio and tv figures for nighttime, but officials said that by no means do they concede nighttime to tv. They said that radio, at television's highest point, has three times as many adults listening as television has adults viewing at radio's peak periods.



The report points out that in the morning, less than 62 out of 100 tv viewers are adults; in the afternoon, about 59% of the tv viewers are adults and in the evening the figure rises to 76%. The report continues:

"About 69% of all adult tv viewing takes place after 6 p.m. while the radio adult audience is spread throughout the broadcast day . . . thus when the two broadcast media are compared, radio emerges as a medium that offers advertisers a commanding hold on adult audiences.

RAB officials said that the 27 markets surveyed for the report are those where radio and tv audiences are measured in identical areas by Pulse. They are said to cover a cross-section of major American cities which account for 41.5% of retail sales and in which more than 38% of all U. S. homes are located.

Role of Research Man Discussed by Marketers

Q: Should the agency research man be specialist or generalist?

A: It depends on where you want to work.

That was the upshot of last week's workshop meeting of the American Marketing Assn. of New York, which heard three Foote, Cone & Belding research executives describe "How We Create a Better Advertising Program From Market Research." The three: Paul Gerhold and Cornelius DuBois, research vice presidents, and Thomas McKiernan, manager of research.

The meeting's focus shifted to the question of the researcher's role after three other agency executives—William Weilbacher of Dancer-Fitzgerald-Sample, Ben Gedalecia of BBDO and Richard Lessler of Grey Adv.—rebutted the FC&B position. FC&B's position was that the research role should be integrated as closely as possible with media and other functions of the agency, and that the researcher himself should be brought close to decision-making areas. The score: one for, two against.

It was Mr. McKiernan's description of how his research department operated, and what kind of men it wanted to hire, that sparked the controversy. He outlined a situation in which research and media people work in the same offices on the same problems, each working in complementary roles. Left alone, Mr. McKiernan stated, the media man tends to drift into ruts of habit, unaware of current marketing situations. Similarly, he said, a researcher on his own tends to retire into a statistical ivory tower. Together they form an effective unit.

Mr. McKiernan further described the FC&B research man as covering the waterfront of research problems, familiar with all but not a working specialist at any one. The result, he said, is a man who becomes actively involved and partisan to the client's problem.

Not so at D-F-S, said Mr. Weilbacher. That agency does not regard its research department as the "repository of all knowledge," but as a group of individual specialists who can provide necessary information to other agency areas which need it. It's a problem-oriented operation at D-F-S, he said.

Mr. Gedalecia, who noted he had worked in research capacities for the government, for a network and for an agency, said the research man is "the same animal everywhere." He felt the researcher's role had grown to sufficient stature that he should be given independent recognition as a specialist, and not be required to be "almost-copy writer or almost-something else" as well as researcher. While recognizing the need for some of the "togetherness" described in the FC&B operation be held out for a degree of "apartness" in the research function.

The staunchest supporter for the FC&B concept was Mr. Lessler of Grey, who said it was unrealistic to cut the research man off from other agency operations. His remarks were not all in favor, however; referring to the elaborate marketing research plans prepared by FC&B for its clients, he said this technique often substitutes form for substance, and that there often is neither time nor need for elaborate "dictionary" research manuals on client problems. The research job as he saw it is to supply fodder to the marketing strategists, and to attack the principal problem of a particular client.

RTES Announces Speaker List For Timebuying Seminar Lunches

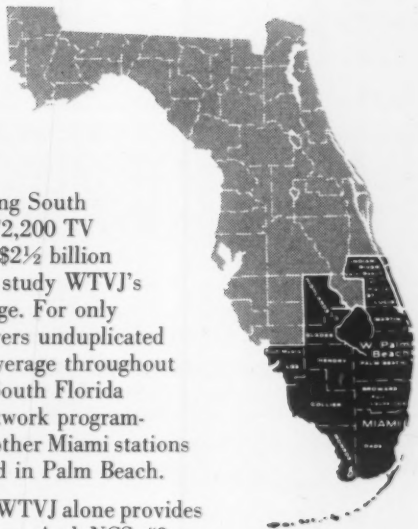
Radio-tv will be explored in 17 different sessions of the Radio & Television Executives Society's Timebuying & Selling Seminar that starts Nov. 18 and ends next March 24. The luncheon meetings will be held at the Lexington Hotel in New York. Dates, speakers and general subject matter:

Nov. 18, Emil Mogul of Emil Mogul Co. on how he looks at the media; Nov. 25, a network president (yet to be announced) on same subject; Dec. 2, Hal Miller of Benton & Bowles and John Sheehan of Television Bureau of Advertising on use of Nielsen Coverage Study No. 3; Dec. 9, Adam Young of Adam Young Inc. on ratings; Dec. 16, Gene Accas of Grey Adv. and Mitchell Wolfson of WTVJ (TV) Miami on "hypoed" ratings; Jan. 6, Newman F. McEvoy of Cunningham & Walsh on media-marketing; Jan. 13, I. L. Eskenasy, Lestoil Inc., and Joseph Scheideler of Bryan Houston on saturation tv and radio.

Jan. 20, Dr. Seymour Banks of Leo Burnett and Michael J. Donovan of Benton & Bowles on all-media buying; Jan. 27, Norman (Pete) Cash of TvB on the tv audience; Feb. 3, A. W. Dannenbaum Jr., Westinghouse Broadcasting Co., on two types of radio; Feb. 10, George Armstrong of WHB Kansas City (Storz stations) and Lee Rich of Benton & Bowles on local vs. national rates; Feb. 17, Frank Silvernail, consultant, and Lloyd Griffin of Peters, Griffin, Woodward on the representative's knowledge; Feb. 24, Alexander Cantwell, BBDO, and Howard Meighan of Videotape Productions

STUDY

WTVJ's TOTAL* COVERAGE



When buying South Florida's 372,200 TV homes and $2½ billion retail sales, study WTVJ's *total* coverage. For only WTVJ delivers unduplicated network coverage throughout the entire South Florida market. Network programming of all other Miami stations is duplicated in Palm Beach.

That's why WTVJ alone provides *total* coverage. And NCS #3 shows this startling fact: Among *all* Florida stations, WTVJ is *first* in monthly and weekly coverage, and *first* in daytime and nighttime circulation, weekly and daily! Ask your PGW colonel for the compelling WTVJ story today!

Data from Television Magazine, Sept., 1958, and Sales Management's Survey of Buying Power, 1958

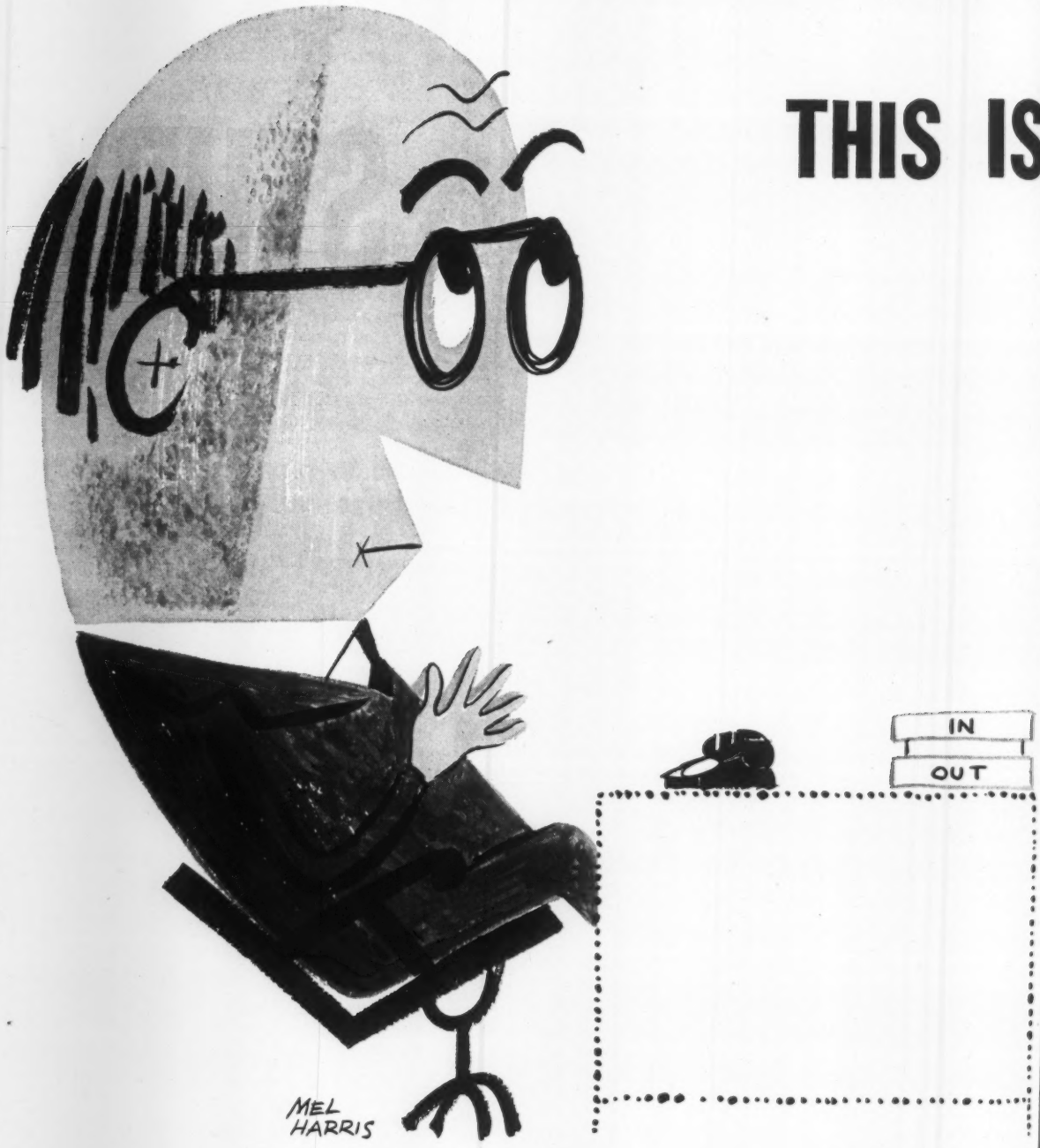
WTVJ MIAMI

CBS CHANNEL 4

Represented by: Peters, Griffin, Woodward, Inc.

* *Dictionary defines TOTAL as "whole, amount, complete, entire."*

THIS IS



This is another in our series about successful people in advertising. Peters, Griffin, Woodward, Inc., Spot Television

IS MR. SELLDEEPLY

"My product is different", says Mr. Selldeeply. "Its uses and advantages must be explained in great detail."

Spot Television soon showed him, however, that repetition is the best teacher, the best way to make different things seem familiar—and desirable.

In Spot Television you can repeat your product's "points of difference" day-after-day and night-after-night . . . or you can pack them all into a program of your own. In short, you can sell *your* way in Spot Television.

We'd like to send you a copy of "A LOCAL AFFAIR" which will show you how many ways Spot Television can sell your product.

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N.Y.C.

WEST		
KBOI-TV	Boise	2 CBS
KBTV	Denver	9 ABC
KGMB-TV	Honolulu	9 CBS
KMAU KHBC-TV	Hawaii	
KTLA	Los Angeles	5 IND
KRON-TV	San Francisco	4 NBC
KIRO-TV	Seattle-Tacoma	7 CBS

MIDWEST			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC-ABC
WDAY-TV	Fargo	6	NBC-ABC
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wisc.	3	CBS
WCCO-TV	Minneapolis-St. Paul	4	CBS
WMBD-TV	Peoria	31	CBS

SOUTHWEST			
KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Fort Worth-Dallas	5	NBC
KENS-TV	San Antonio	5	CBS

EAST			
WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	NBC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WJIM-TV	Lansing	6	CBS
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	CBS
WROC-TV	Rochester	5	NBC

SOUTHEAST			
WLOS-TV	Asheville, Greenville, Spartanburg	13	ABC
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WSVA-TV	Harrisonburg, Va.	3	ALL
WFGA-TV	Jacksonville	12	NBC
WTVJ	Miami	4	CBS
WDBJ-TV	Roanoke	7	CBS

PETERS, GRIFFIN, WOODWARD, INC.
SPOT TELEVISION

Pioneer Station Representatives Since 1932

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • ATLANTA • DALLAS • FT. WORTH • SAN FRANCISCO

on tv tape's significance; March 3, Klavan & Finch (personalities on WNEW New York) and Cordic & Co. (KDKA Pittsburgh) on personality selling; March 10, Hal Davis of Grey Adv. and Mex Buck of WRCA New York on merchandising-promotion in buying and selling; Gertrude Scanlan of BBDO and Richard O'Connell, representative, on streamlined rate cards, and March 24, Kevin Sweeney of RAB on the radio audience.

Latest ANPA Target: Tv Cost-Per-Thousand

Newspapers, through the Bureau of Advertising of the American Newspaper Publishers Assn., took another swipe at television last week. The spokesman was Dr. Howard Hadley, research vice president, addressing a media research discussion group of the American Marketing Assn. in New York.

His target was costs-per-thousand, and "facts and fantasies" in using them for media comparisons. Dr. Hadley's main contentions regarding tv: (1) media comparisons should be made on a basis of individuals rather than households; (2) c-p-m should be based on actual advertising exposures rather than opportunities for exposure; (3) beyond that, only persons who are prospects for the advertised product should be counted; (4) persons viewing the program should not be considered as also viewing the commercials, and (5) it is fallacious to divide the tv program c-p-m by commercial minutes to find cost-per-thousand-per-commercial unit.

Dr. Hadley concluded on a surprising note, stating that his research showed that "magazines, newspapers and television are remarkably close on costs." He did not elaborate.

Lestoil President Tells Admen Newspapers Not Flexible Enough

But for the lack of cooperation from New England newspaper publishers, most of Lestoil's $9 million ad budget might be in papers instead of tv, Jacob L. Barowsky, founder-president of Adell Chemical Co., (Lestoil detergent), Holyoke, Mass., told the Cleveland Advertising Club, Oct. 31.

"In our early experience with newspaper advertising," Mr. Barowsky said, "we found we were unable to get the coverage and saturation we needed on sufficiently economical terms. Our original distribution area covered approximately 35 miles from Holyoke, but the advertising manager of the daily newspaper in our area insisted on our paying full national rates. Since the lack of flexibility made it impossible for us to use newspapers, in 1954 [with a $10,000 ad budget] we decided to make one last attempt in advertising Lestoil to the consuming public—through the new medium of television."

Mr. Barowsky this year made a film "The House That Television Built," for Television Bureau of Advertising designed to show the value of spot tv. Adell Chemical Co. produces 8 million bottles of Lestoil a month. Its commercials are carried on 185 tv stations.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,766,000 people in the U. S. over 12 years of age during the week Oct. 24-Oct. 30. This is how they spent their time:

71.8%	(90,300,000) spent	1,769.8 million hours†	WATCHING TELEVISION
54.6%	(68,668,000) spent	943.6 million hours	LISTENING TO RADIO
83.1%	(104,512,000) spent	428.6 million hours	READING NEWSPAPERS
35.6%	(44,773,000) spent	184.2 million hours	READING MAGAZINES
26.0%	(32,699,000) spent	400.8 million hours	WATCHING MOVIES ON TV
21.4%	(26,942,000) spent	111.4 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly figures. People—numbers and percentages—are figured on an average daily basis.
* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Oct. 1, Sindlinger data shows: (1) 111,385,000 people over 12 years of age have access to tv (88.6% of the people in that age group); (2) 43,132,000 households with tv; (3) 47,491,000 tv sets in use in U. S.

SO ENDS AN ERA OF CADILLAC GIVEWAYS

The epoch of the big money tv quiz closed last week as two major advertisers—Revlon and P. Lorillard—officially closed the books on Entertainment Productions Inc.'s *The $64,000 Question* on CBS-TV.

The show, which premiered in June 1955 and thereby inspired a number of super-jackpot tv quizzes (of which the late *Twenty-One* on NBC-TV became perhaps the most controversial), officially went off the air Sunday night Nov. 2. That night, the future of *Question* was still unsettled but subsequently advertiser indecision was resolved and the program scrapped.

Last Wednesday Revlon Advertising Vice President George J. Abrams and CBS-TV Executive Vice President Hubbell Robinson Jr. confirmed a general belief of many that ratings were at the root of Revlon's restlessness. Said Mr. Robinson: "Although the integrity of the first . . . big quiz show was not an issue in the replacement," the *Question* nevertheless became victim of "declining quiz show audiences."

Mr. Robinson's reference to "integrity" obviously was in connection with adverse publicity and a grand jury investigation into tv quizzes triggered by charges of "fix" late last summer by several former contestants of various big money programs. Coincident with plummeting *Question* ratings was the demise of such other quizzes as *Twenty One* and *Dotto*.

When it was apparent that Revlon and Lorillard wanted out, CBS-TV proposed Wolf Enterprises' *Keep Talking* as a substitute. *Talking* was a summer replacement on CBS-TV, Tuesdays, 8:30-9 p.m. Lorillard agreed but Revlon didn't, expressing instead an interest in the vacant alternate sponsorship of Ed Murrow's *Person to Person*, Fridays, 10:30-11 p.m., *(Person to Person* had expected to be sold entirely earlier this year via a Benton & Bowles order on behalf of Maxwell House, but the order evaporated and Lorillard was left as sole sponsor; with Revlon moving in, the cigarette and cosmetic advertisers once again will be re-united). Lorillard will keep the Sunday 10-10:30 p.m. slot and in it is running *Keep Talking* which features Carl Reiner, Audrey Meadows, Joey Bishop, Paul Winchell and Danny Dayton. CBS-TV officials say they have "a prospect" to share Lorillard's tab.

Revlon, in the first pangs of restlessness with *Question*, had informed NBC-TV it would like to join Lorillard as alternate-week sponsor of *Arthur Murray Party* on Tuesday nights should Pharmaceuticals Inc. decide against buying this program after Lorillard indicated a traditional tobacco manufacturer's reluctance to share a show with a drug advertiser [AT DEADLINE, Oct. 27]. But this roadblock was hurdled by Pharmaceuticals and Revlon backed off.

Meanwhile, Revlon last week confirmed the appointment of Leo Bogart, formerly of McCann-Erickson's research department, as market research director, a new post.

The $64,000 Question during its three-and-half year run gave away $2.1 million in cash prizes as well as 29 Cadillac "consolation prizes"—each auto estimated to cost over $5,000.

W&L Wins $25,000, Copy Rights From Schick in Suit Settlement

An award of $25,000 "in lieu of damages" has been made by Schick Inc. to Warwick & Legler Inc., New York, its former advertising agency. The sum was arrived at Oct. 31 after some six weeks of negotiations and terminates the year-old litigation between the Lancaster, Pa., shaver firm and its former service organization. The settlement ends a case which has important bearing on ownership rights in advertising ideas.

The suit arose out of the agency's claim

THE POINT WE'RE EXCLAIMING IS THIS:

"THE SWEET 65"

IS POWER-LOADED!

"CORONER CREEK"
RANDOLPH SCOTT
MARGUERITE CHAPMAN

"CANYON PASSAGE"
DANA ANDREWS
SUSAN HAYWARD

"MR. DEEDS GOES TO TOWN"
GARY COOPER
JEAN ARTHUR

"BADLANDS OF DAKOTA"
ROBERT STACK
BRODERICK CRAWFORD
RICHARD DIX

"THE SPOILERS"
JOHN WAYNE
MARLENE DIETRICH
RANDOLPH SCOTT

"FIGHTING O'FLYNN"
DOUGLAS FAIRBANKS JR.
PATRICIA MEDINA

...and 59 other big-star big-money pictures like
"RELENTLESS"
"BLACK ANGEL"
"SIN TOWN"

ALREADY SOLD IN 70 MARKETS!

Contact: SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.
NEW YORK DETROIT CHICAGO HOUSTON HOLLYWOOD MIAMI TORONTO

that Schick and its new agency, Benton & Bowles, had appropriated a "cotton test" advertising idea that, W&L claimed, it devised when it still had the Schick account and which, it said, Schick rejected at the time. After the idea showed up in Benton & Bowles' prepared tv commercials (on NBC-Tv's *Dragnet*) and print ads (*Look* Magazine), W&L pressed for a permanent injunction that would forbid B&B to continue placement of this series. Earlier this year, the U. S. District Court in Philadelphia enjoined Schick from using the idea and determined the idea to be the property of W&L. This freed W&L to continue "discussions" with rival shaver firm Remington-Rand to which W&L had hoped to sell the idea, such a sale perhaps leading to the agency being appointed to work for R-R.

When the injunction was made permanent this past spring, Schick filed an appeal with the Court of Appeals in Philadelphia and at this point, settlement talks began between the two law firms representing plaintiff and defendant.

In New York last week, H. Paul Warwick, W&L president, said he was "happy to see the settlement of this case. We are in the advertising business, not in the business of litigation of lawsuits." He expressed "delight" that his ex-client had sought to settle, rather than to prolong the argument.

Bon Ami, W&G Settle Contract Breach Tiff

After a month of controversy, Weiss & Geller Inc. and its former client, Bon Ami Co., last week were about to settle their contract dispute. Terms: W&G will defrost the $56,000 worth of Bon Ami cash assets it had frozen at Manhattan's Chemical Corn Exchange Bank through a writ of attachment; Bon Ami will pay its former agency $40,000 upon receipt of its bank funds.

The only explanation was a joint statement Thursday afternoon by Max Tendrich, executive vice president-media director of W&G and Emil Morosini Jr., vice president-counsel of Bon Ami: "In the heat of legal proceedings . . . numerous statements were made that may have cast certain reflections upon the integrity and competence of both Weiss & Geller and Bon Ami. It is the purpose of this joint statement to correct these impressions, and dispel such reflections, if they exist, and to state unequivocally that a complete settlement of the case has been effected to the complete satisfaction of all parties concerned."

Neither plaintiff nor defendant would shed any more light on the settlement. Papers on file with the New York Supreme Court show that the two factions arbitrated and settled their dispute Oct. 30.

According to the agreement which has yet to be carried out, the sheriff of the County of New York will release—after first deducting "lawful fees poundage"—the $56,000 of Bon Ami funds. Weiss & Geller then is to receive a check for $40,000 with "a statement of confession of judgment" signed and executed by Bon Ami.

But officers of Bon Ami explained last week that this "statement" in no way means that Bon Ami admitted to W&G's original charges—that the advertiser had breached its agency contract. "This is merely a legal technicality," Bon Ami noted. The statement, it was explained, is held in escrow by W&G in the event that Bon Ami defaults on its $40,000 settlement. Upon payment, the "statement" is returned to Bon Ami, it was explained.

After the exchange of cash, the action is to be dropped without costs to either party or against the other, the court papers stated. Bon Ami, upon settlement, has agreed to drop its answer to W&G's original charges and also will scrap its counterclaim.

W&G, fired early in September by the peripatetic advertiser [ADVERTISERS & AGENCIES, Sept. 15], last month filed suit to demand restitution of $115,199.18 it claimed was due the agency on barter and straight advertising commissions past, present and future; at the same time W&G contacted radio-tv stations it had done business with on behalf of Bon Ami, put them on notice that W&G—not the newly-appointed agency of Cole, Fisher & Rogow—was the agency of record "until June 1959." Bon Ami counter claimed that W&G owed it $186,300-plus for recovery of commissions it said W&G did not justly earn, plus damages [ADVERTISERS & AGENCIES, Oct. 20].

Meanwhile, Bon Ami was continuing to "use up [its] barter commitments as fast as possible," adding paid time in its efforts to revive lagging sales. Bon Ami will co-sponsor the return to MBS of columnist Walter Winchell, it was announced last week. With the role of Cole, Fisher & Rogow Inc. as Bon Ami's new agency now beyond dispute, Bon Ami has ordered a minimum of 13 weeks on a Mutual lineup of 450 stations starting Sunday (Nov. 16), Bon Ami also is bolstering its barter campaign with radio-tv spots in some 60-70 markets.

Agency Year Ending on Up-beat Most Will Pay Christmas Bonus

An optimistic view for the future continues to mount within the ranks of the larger advertising agencies. Latest indications include BBDO President Charles H. Brower's memo of several days ago reassuring the agency's staff of a Christmas bonus this year, and Bryan Houston President William R. Hillenbrand announcing Thursday (Nov. 6) that the agency's entire staff also would receive a bonus this year and that the company will inaugurate a company-paid major medical insurance program to supplement Blue Cross, Blue Shield and group life insurance, all paid by the Houston agency.

Other previously reported signs pointing to a financial comeback among the agencies (though McCann-Erickson is skipping a Christmas bonus this year) were: Kenyon & Eckhardt restoring and making retroactive salary cuts effected for top-paid executives earlier in the year; Kudner announcing a maximum deposit to its profit-sharing plan and bonus to its employes, and Dancer-Fitzgerald-Sample approving a maximum company contribution to its employes profit-sharing plan.

Maxwell Ground Coffee Transferred to OB&M

General Foods Corp., a prestige and heavy broadcast foods advertiser, last week assigned Maxwell House vacuum packed ground coffee to Ogilvy, Benson & Mather, New York, which becomes GF's fourth agency.

The other agencies are Benton & Bowles (which gives up the ground coffee account but retains Instant Maxwell House), Young & Rubicam and Foote, Cone & Belding.

With the acquisition, Ogilvy, now billing in excess of an estimated $20 million a year, picks up an additional few million. GF keeps its ad budgeting close to the chest but estimates of the account range from a high $3.5-4 million to a low of $2 million per year.

Most of this brand's advertising goes to the broadcast media (network and spot). Its principal participation in network this season is *Zane Grey Theatre* on CBS-TV Thursday nights. In the first eight months alone of this year, GF spent nearly $800,000 as gross rates in network television on behalf of its ground coffee.

OB&M received the tidings Thursday (Nov. 6) afternoon, GF soon afterward releasing a terse statement announcing the appointment. Presumably the account servicing will be effective around Jan. 1, 1959, although GF would not specify the date.

Late in the summer, GF publicly announced its intention to appoint a fourth agency for "flexibility" in assignments made necessary by its developing a number of new products [AT DEADLINE, Aug. 18].

MR. EBEL

At that time, E. W. Ebel, GF's advertising vice president, said the search for a fourth agency had been narrowed to these qualifications: quality and scope of services, a New York area location and "consideration of the competitive situation."

Among OB&M's major broadcast accounts: Lever Bros.' Dove and Lucky Whip (both tv spot); Pepperidge Farm (radio spot); Armstrong Cork Co. (building products) (*Armstrong Circle Theatre* on CBS-TV with BBDO); Schweppes U. S. A. Ltd. (radio-tv spot); Philip Morris' Spud cigarettes (tv spot in summer season); Tetley Tea (heavy radio spot) and Helena Rubinstein (tv spot).

After Jan. 1, under the GF plan, Y&R turns over to FC&B, Calumet baking powder, D-Zeeta, Minute potatoes, and Walter Baker chocolate. These products alone represent nearly $3 million in billing. Y&R retains Jello, Birds Eye, Sanka, Swansdown, Postum and 18 other products. B&B is tabbed for "new coffee assignments" and two new products in the Gaines dog foods-biscuits line. B&B already handles the entire Post Cerals and Gaines lines as well as GF's institutional products division. The Instant

THANK YOU, TIME BUYERS!

WJAR-TV *is cock-of-the-walk in* PROVIDENCE!

WJAR-TV

is cock-of-the-walk in station coverage!

WJAR-TV

is cock-of-the-walk in news coverage!

WJAR-TV

is cock-of-the-walk in feature films!

WJAR-TV

is cock-of-the-walk in creative programming!

CHANNEL 10 • PROVIDENCE, R.I. • NBC • ABC • REPRESENTED BY EDWARD PETRY & CO., INC.

the new force in

southeastern TV

You get the only unduplicated network coverage of the two billion dollar Asheville-Greenville-Spartanburg market when you buy WLOS-TV. And you get coverage of a vast market from the South's highest antenna — 6,098 feet above sea level atop Mt. Pisgah.

To these formidable advantages, now add new management, new programming, new promotion. Use WLOS-TV—the new force in Southeastern TV!

425,360 TV HOMES
. . . in WLOS-TV's tremendous coverage area of 62 counties in six states! Consider this great market for your product . . . use WLOS-TV to sell it! *(Data from NCS #3)*

WLOS-TV

Unduplicated ABC in
Asheville • Greenville • Spartanburg

WLOS AM-FM

Represented by Peters, Griffin, Woodward, Inc.

Southeastern Representative: James S. Ayers Co.

Maxwell House account, which B&B keeps, receives the largest chunk of GF ad money.

Last Oct. 15, David P. Crane, a vice president at Benton & Bowles, for years active in media, moved to Ogilvy as vice president and account supervisor. Mr. Crane at B&B was associated prominently with General Foods, but at the time of his switch, OB&M denied any connection with GF's known consideration of Ogilvy as its fourth agency. [AT DEADLINE, Oct. 6.] Another key figure at OB&M with former General Foods ties: Esty Stowell, executive vice president, who formerly was a top executive at Benton & Bowles. Among other agencies said to have been considered for the account: Sullivan, Stauffer, Colwell & Bayles; Kenyon & Eckhardt, and William Esty.

Senate Unit Asks Probe of GM; Says Auto Ads Keep Prices Up

A four-man Democratic majority of the Senate Antimonopoly Subcommittee last week asked the Justice Dept. to launch an investigation to determine whether court action should be taken to break up General Motors Corp. The four senators suggested among other things that cars would be cheaper if less money were spent by the automobile industry on advertising, styling and tooling for frequent model changes.

Sen. Everett Dirksen (R-Ill.) wrote a sharp dissent from the majority report on hearings held earlier this year. He labeled as "unwarranted effrontery" the majority's position that car prices could be reduced by reducing advertising expenditures.

Signing the majority report were Chairman Estes Kefauver (D-Tenn.) and Sens. Thomas C. Hennings Jr. (D-Mo.), Joseph C. O'Mahoney (D-Wyo.) and John A Carroll (D-Colo.) Sens. Alexander Wiley (R-Wis.) and William Langer (R-N. D.) filed separate views.

BUSINESS BRIEFLY — WHO'S BUYING WHAT, WHERE

CAMERA CRUSADE • Bell & Howell, Chicago, for its new automatic "infallible" camera, will begin a pre-Christmas campaign Nov. 14 with co-sponsorship of four NBC-TV shows: *NBC News* (Mon.-Fri., 6:45-7 p.m.); *Cimarron City* (Sat., 9:30-10:30 p.m.); *Ellery Queen* (Fri., 8-9 p.m.); and *Dragnet* (Tues., 7:30-8 p.m.). McCann-Erickson, Chicago, B&H agency, is also placing tv spots in scattered markets, to supplement the network buy.

DRUGS FOR PAAR • Block Drug Co., Jersey City, N. J., a charter sponsor of NBC-TV's *The Jack Paar Show*, has renewed its participation campaign on the show effective in January. Renewal totals $800,000 in gross billings and calls for 103 participations. It was placed through Sullivan, Stauffer, Colwell & Bayles, N. Y.

TWO MORE CORRALLED • Beech-Nut Life Savers and Whitehall Labs Div. of American Home Products Corp., last week joined ABC-TV's Warner Bros.-produced trio of westerns on the Sunday night lineup. Advertisers signed for *Colt .45* (9-9:30 p.m. EST) through Young & Rubicam and Ted Bates, respectively. ABC-TV now starts off at 7:30 p.m. with *Maverick* (Kaiser and Drackett) followed by *Lawman* at 8:30 (R. J. Reynolds and General Mills) and *Colt .45*.

GILLETTE BOWLS ON NBC • Gillette Safety Razor Co., Boston, will sponsor men's finals of World Invitational Bowling Tournament from Chicago over NBC-TV and NBC Radio on Dec. 12 (10-11 p.m.). Tournament has been arranged by the Bowling Proprietors Assn. of Greater Chicago. Agency: Maxon Inc., St. Louis and New York.

PONTIAC PAGEANT • Earlier reports of Pontiac's sudden change of plans in sponsoring a network special next month [CLOSED CIRCUIT, Oct. 20] were confirmed Thursday by NBC-TV which announced the car maker had bought the Dec. 14 annual Christmas Pageant, Carlo Menotti's "Amahl and the Night Visitors" opera. Agency is MacManus, John & Adams, N. Y.

TIME AND AGAIN • U. S. Time Corp., N. Y., which tonight (Nov. 10) sponsors another *All Star Jazz Show* on CBS-TV (last was aired in April) has ordered third program on network. It will be seen Jan. 7 and likewise will be produced via Timex' agency, Doner & Peck Adv., N. Y.

CLEAN HAIR KIDDIES • John H. Breck Inc. (shampoo), Springfield, Mass., will sponsor re-runs of *Shirley Temple Storybook*, hour-long presentations of fairy tales and children's stories, on ABC-TV every third Monday (7:30-8:30 p.m.), starting Jan. 5. The 13 programs will complete their initial run shortly on NBC-TV. Agency: N. W. Ayer & Son, Philadelphia.

'Pre-Test' is New SSC&B Theme; $100,000 Facility will be Used

A preview of Sullivan, Stauffer, Colwell & Bayles' newly-tailored tv pre-testing was given newsmen Thursday (Nov. 6) at the agency's new offices in New York at 575 Lexington Ave.

Revealed were plans for a $100,000 tv facility and the new "image" of the agency as one that pre-tests or pre-measures its advertising on the basis of sales.

The agency's "story" was presented by SSC&B President Brown Bolte. Also representing SSC&B: Raymond F. Sullivan, board chairman; John P. Cohane, vice president-treasurer; Clifford Spiller, senior vice president; vice presidents Ralph Smith, S. Heagan Bayles, Herbert A. Vitriol, George H. Frey (in charge of network operations), Richard D. Wylly (also creative director), Luther H. Wood and account executives Steve Blaschki and Lee Abbott.

The new tv approach is contained in SSC&B's developed technique in pre-testing commercials with consumers and actually base "on a sale." A film made via hidden camera during an actual test was shown but Mr. Bolte warned that the technique could not be made public because of competitive reasons. (Also explained was still another new variation of the testing technique.) He revealed also that SSC&B will follow a theme of "Pre-Measured Selling Power" which the agency is claiming to be "exclusive" with its shop.

The tv facility will include a fully-equipped television studio, including live and film cameras, Ampex videotape equipment, control room and a test kitchen which is actually part of the studio, and adjacent dressing rooms. SSC&B yearly billing is in the $42-45 million range compared to the $3.5 million it billed when it started more than 12 years ago [ADVERTISERS & AGENCIES, Sept. 22].

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EST)

NBC-TV

Nov. 10-14, 17-19 (2-2:30 p.m.) *Truth or Consequences*, participating sponsors.

Nov. 10-14, 17-19 (2:30-3 p.m.) *Haggis Baggis*, participating sponsors.

Nov. 10, 17 (7:30-8 p.m.) *Tic Tac Dough*, Procter & Gamble through Grey.

Nov. 10, 17 (10-10:30 p.m.) *Arthur Murray Party*, P. Lorillard through Lennen & Newell.

Nov. 11 (8-9 p.m.) *Eddie Fisher Show*, RCA through K&E and Liggett & Myers through McCann-Erickson.

Nov. 12, 19 (8:30-9 p.m.) *The Price Is Right*, Lever through J. Walter Thompson and Speidel through Norman, Craig & Kummel.

Nov. 12, 19 (9-9:30 p.m.) *Kraft Music Hall*, Kraft Foods through J. Walter Thompson Co.

Nov. 13 (9:30-10 p.m.) *Ford Show*, Ford through J. Walter Thompson Co.

Nov. 13 (10:30-11 p.m.) *Masquerade Party*, P. Lorillard through Lennen & Newell.

Nov. 14 (8-9 p.m.) *Further Adventures of Ellery Queen*, RCA through Kenyon & Eckhardt.

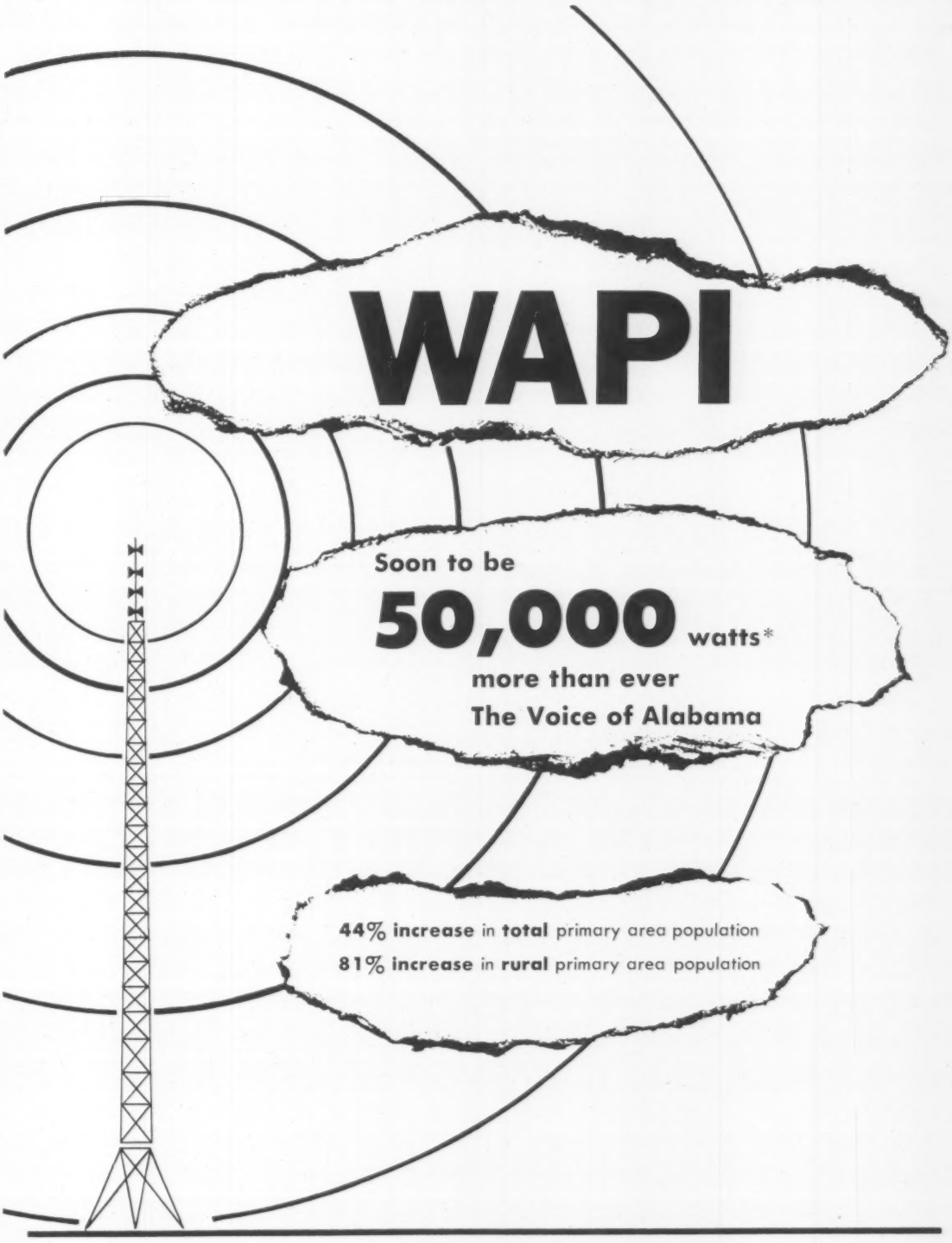
Nov. 15 (8-9 p.m.) *Perry Como Show*, participating sponsors.

Nov. 16 (7:30-8 p.m.) *Northwest Passage*, RCA through Kenyon & Eckhardt.

Nov. 16 (8-9 p.m.) *Steve Allen Show*, DuPont through BBDO, Polaroid through Doyle Dane Bernbach, Timex through Peck and Greyhound through Grey Adv.

Nov. 16 (9-10 p.m.) *Dinah Shore Chevy Show*, Chevrolet through Campbell-Ewald.

Nov. 18 (8-9 p.m.) *George Gobel Show*, RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.



WAPI

Birmingham **The Voice of Alabama**

*5,000 Nights

Represented nationally by **THE HENRY I. CHRISTAL CO., INC.**

THE HEADACHE'S OVER FOR A WHILE

Political broadcasting disputes set all-time record this year

Inside the FCC, the final weeks before the Nov. 4 elections were dubbed "The Sec. 315 Rat Race."

An alltime high was set in the number of station appeals for Commission guidance as parties and candidates raised knotty election problems.

Most of these appeals were made by telephone—from station managers, communication lawyers and candidates themselves.

What help did they get?

Most of the Commission replies were informal; many were inadequate, at least from the inquirer's viewpoint.

In a good share of cases the Commission staff simply referred callers to previous rulings in what were deemed to be similar cases. The favorite reply was a reference to the FCC's 1954 question-answer guide to political broadcasting plus the revised Sec. 315 catechism issued last Oct. 1.

Not an autumn day passed at the Commission without its telephone requests. Some days the staff worked on a number of cases at one time.

Where a new question, or one deemed complex by the staff, was raised by an inquirer, a written request was asked by the Commission. These rulings made campaign news:

Item: In North Dakota, A. C. Townley, the gadfly independent candidate for U. S. Senate (against incumbent Republican Sen. William Langer, who was re-elected, and Democratic contender Raymond Vensel) complained that KBMB-TV Bismarck objected to giving him equal time on the ground that he was not a legally qualified candidate because he was not duly nominated by a commonly known political party, did not have permanent residence in North Dakota and his elegibility to serve if elected was questionable.

The FCC checked with the North Dakota attorney general who advised that according to his records Mr. Townley was a legally qualified candidate. This information was forwarded to the station.

Item: Early in 1958 two Johnstown, Pa., tv stations (WJAC-TV and WARD-TV) invited Rep. John P. Saylor (R-Pa.) to present a five-minute weekly report from Washington. This program became an outlet for federal government documentary films with the Congressman devoting 60 seconds to opening and closing remarks. The program ran until July 18 and was discontinued. Mr. Saylor in May had become a candidate for re-election in the primary.

Mr. Saylor's Democratic opponent began using equal time August 29—running a live five-minute program equal to the amount of time Mr. Saylor had used from May 20 to July 18. Mr. Saylor, who was re-elected last week, objected to the use of five-minute equivalents for his opponent. He claimed that his own appearance took only 60 seconds of each five minute program. The Pennsylvania congressman also asked whether it was fair for his opponent to delay use of equal time and whether he (Saylor) could claim further equal time to answer his opponent.

The FCC replied that so-called Washington reports by congressmen are indeed political if done after the speaker becomes a candidate. The Commission said also that Mr. Salyor's opponent could not be restricted on his use of time; he deserved the same five minutes the Congressman got. The FCC said that it was not the substance of the candidate's remarks that determined "equal

CONTINUED *page 60*

A PLEA FOR POLITICAL FREEDOM

- **CBS' Salant says law obstructs airing of politics**
- **Repeal of Sec. 315 is only way to sanity, he says**

The way to get rid of the barriers to sane political broadcasting is to repeal the law governing political broadcasting, according to Richard S. Salant, CBS Inc. vice president.

MR. SALANT

Radio and television should be recognized for what they are, "an important new member of the press with both the responsibilities and prerogatives of the press," Mr. Salant wrote in the 1958 *Yearbook* of the Harvard Graduate School of Public Administration.

Sec. 315 of the Communications Act, he explained, provides that if a broadcaster puts any candidate on the air he must do precisely the same for each of the candidate's rivals. "On their face, they (provisions of Sec. 315) bar discrimination among all candidates and they compel evenhandedness," he said. But in operation, Sec. 315 is fatally defective. Its inevitable tendency has demonstrably been not to encourage the free play of ideas and the interchange of major political viewpoints on the air, but rather to suppress them."

Mr. Salant was critical of the assumption that a broadcaster "in his role as part of the press is, during campaign periods, so little to be trusted that he must by law be prevented from exercising any discretion whatever. The experienced evils of suppression which Sec. 315 entails seem to be preferred over the vague fear of imbalance on the air."

He added this observation, "If a broadcaster is not deemed qualified to make his own journalistic decisions in this area, then one can only ask by what standard the FCC gave him a license at all. Indeed, the matter need not be left to speculation. Actual experience is available to establish the broadcasters' record."

Sec. 315 applies only three or four months of each year when there are candidates and political campaigns Mr. Salant noted, but broadcasters deal constantly with political controversy.

"Yet clearly there has been no one-party electronic press even during the eight or nine months each year when Sec. 315 does not apply," said Mr. Salant. He argued that radio and tv have in general scrupulously adhered to the principle of over-all fairness and balance among the major contenders for public attention in the field of political ideas. "They have done so not as a matter of compulsion by Sec. 315, since that section is inapplicable, but under the general framework of their broad responsibilities," he said.

Mr. Salant said a broadcaster could not long survive the public ill will that favoritism would justifiably create. Public reaction offers "an imposing bulwark against any dangers which might be thought to arise by the repeal of Sec. 315." He listed such other safeguards as the basic ground rules of the Communications Act, including the public interest clause.

"CBS and all other responsible broadcasters have always considered that one of the components of operating in the public interest is to present all significant viewpoints on any important public controversial issue," he said.

"In the light of the broadcasters' record, of the safeguards which inhere in the very nature of broadcasting, and of the difficulties of devising a wholly satisfactory legislative compromise, repeal of Sec. 315 would seem well worth a try. There is so much to gain. The suppressive effects of Sec. 315 would be removed; the public would be the beneficiary because television and radio, with their enormous circulation and impact, would be able to fulfill their roles in bringing the major candidates and the major issues directly to the public in the most effective manner possible."

Mr. Salant pointed out that CBS has proposed that if once freed of Sec. 315 it would provide substantial free evening time during a presidential campaign for the major presidential candidates to debate the major issues, "a modern-day electronic version of the Lincoln-Douglas debates in which both the Republican and Democratic presidential candidates would appear on the viewers' screens debating the issues of the campaign."

Here's the Christmas package for you!

You've got your holiday audiences all tied up, if you program these year-after-year Christmas favorites:

STAR IN THE NIGHT, Academy Award winner as the best short subject of the year, brings the age-old tale of the Three Wise Men right up to date.

SILENT NIGHT, story of the birth of a great Christmas song, has brought overwhelming audience response for its sponsors four Christmases in a row.

A CHRISTMAS CAROL, Charles Dickens' beloved Christmas classic starring Alastair Sim as "Scrooge," has been called by many the holiday picture of all time!

THE EMPEROR'S NIGHTINGALE, narrated by child-charmer Boris Karloff, is by far the most unusual and enchanting puppet picture ever filmed.

Don't wait another day to reserve any or all of these proven Christmas attractions .Prints are always in short supply by December. Write, wire or phone.

a.a.p.

345 Madison Ave., MUrray Hill 6-2323 **NEW YORK**
75 E. Wacker Dr., DEarborn 2-2030 **CHICAGO**
1511 Bryan St., RIverside 7-8553 **DALLAS**
9110 Sunset Blvd., CRestview 6-5886 **LOS ANGELES**

Prices for Individual Pictures on Request

opportunities," but his use of the station's facilities.

Item: D. L. Grace, Fort Smith, Ark., candidate to Arkansas General Assembly, complained that KFPW Fort Smith refused to offer him equal time to that of his opponent, J. B. Garner, who was employed at the station as commentator, news broadcaster and special feature announcer. A particular point in the complaint was whether the station could limit the use of its facilities over and above the use of the microphone. The Commission said that if the station permits one candidate to use its facilities over and above the microphone it must permit similar usage by other candidates.

It was the FCC's original reply on the Grace matter that gave rise to an anguished yelp from NAB. The Commission's original reply stated that the candidate may use the facilities in any manner he sees fit, including the turning over of the microphone to authorized spokesmen. Last month the Commission reversed this interpretation, reinstating the hard and fast rule that only the candidate may use the microphone.

Item: Rep. Bob Wilson (R-Calif.) was invited by KFMB-TV San Diego to appear on a debate-type program with Democratic candidate Lionel Van Deerlin in a primary race in May (in California candidates are permitted to cross-file). Mr. Wilson declined to appear. Afterward, Mr. Wilson asked station for equal time and the station offered the same format. Mr. Wilson declined, insisting on right to pick own format. After primary June 7, when Mr. Wilson won the Republican nomination and Mr. Van Deerlin the Democratic nomination, Mr. Wilson asked the station again for equal time. The station refused.

FCC upheld the station. It said that Sec. 315 applies only to each election. The offer of equal time in May was the offer of equal opportunity and station had lived up to its responsibilities.

Item: Five New York stations got into a hassle with Socialist candidates in the last days of the election campaign.

• Socialists complained that WPIX (TV) refused Eric Haas, party nominee for governor of New York, opportunities equal to those given Gov. Averell Harriman who spoke on a Sept. 12 broadcast, *1958 Educational Tv Preview*. WPIX claimed Mr. Haas was not on the ballot. The FCC called attention to write-in provisions of New York State electoral law. WPIX then gave Mr. Haas 2 minutes, 37 seconds, equivalent of Gov. Harriman's time.

• Socialists complained that WLIB refused equal time when other candidates appeared over the station in a Pulaski Day celebration. WLIB claimed it had not selected speakers, therefore was not responsible in the sense of offering facilities. FCC quoted Sec. 315, emphasized it referred to any use of facilities by candidates.

• Socialists complained that Barry Gray, producer of the *Barry Gray Show* (over WMCA New York), refused Corliss Lamont, Socialist candidate for U. S. Senate, time equal to that enjoyed by other senatorial candidates. FCC relayed the complaint to station and the issue was settled.

• Socialists complained that WEVD (named for famed Socialist Eugene V. Debs) refused equal time request to counter time given Gov. Harriman in the station's broadcast of "Freedom House Memorial to Herbert Bayard Swope." The station maintained this was a personal tribute to Mr. Swope by friends and that Mr. Harriman's presence was not political. FCC called attention to the fact that Sec. 315 permits no exceptions.

• United Independent-Socialist Campaign Committee complained that producers of *Between the Lines* on WNEW-TV refused equal time for the party's candidate for governor of New York, John T. McManus. FCC responded that Sec. 315 imposes no obligation on the show producer, but only on the station. The Commission pointed out that Mr. McManus was offered time on the *Fannie Hurst Showcase* but refused. The Commission said the "mechanics of 'equal opportunities' is best left to resolution by the parties . . ." It also warned that this obligation is not discharged merely by offering the same amount and class of time; size of audience and other factors must also be considered.

The mechanics of coping with Sec. 315

CHANGES IN KEY COMMITTEES

With the overwhelming victory of the Democratic candidates in the Congress, a reshuffle of the ratios between Democrats and Republicans on committees appears certain.

At present, there are eight Democrats and seven Republicans on the Senate Commerce Committee, and 18 Democrats and 15 Republicans on the House Commerce Committee.

It is believed that the Senate Commerce Committee will be reapportioned so that there will be nine Democrats and six Republicans on the committee, thus reflecting the division in the Congress. A similar change in party ratios on the House Committee is also expected.

In the following rosters of committee members who served in the 85th Congress those in bold face will not return.

Senate Commerce Committee

Asterisk (*) indicates Senator's term did not expire this year.

DEMOCRATS

Warren G. Magnuson (Wash.)*
John O. Pastore (R. I.) re-elected
A. S. Mike Monroney (Okla.)*
George A. Smathers (Fla.)*
Alan Bible (Nev.)*
Strom Thurmond (S. C.)*
Frank J. Lausche (Ohio)*
Ralph W. Yarborough (Tex.) re-elected

REPUBLICANS

John W. Bricker (Ohio) defeated
Andrew F. Schoeppel (Kan.)*
John Marshall Butler (Md.)*
Charles E. Potter (Mich.) defeated
William A. Purtell (Conn.) defeated
Frederick G. Payne (Me.) defeated
Norris Cotton (N. H.)*

House Commerce Committee

DEMOCRATS

Oren Harris (Ark.) re-elected
John Bell Williams (Miss.) re-elected
Peter F. Mack Jr. (Ill.) re-elected
Kenneth A. Roberts (Ala.) re-elected
Morgan M. Moulder (Mo.) re-elected
Harley O. Staggers (W. Va.) re-elected
Isidore Dollinger (N. Y.) re-elected
Walter Rogers (Tex.) re-elected
Joe Kilgore (Tex.) re-elected
Samuel N. Friedel (Md.) re-elected
John James Flynt Jr. (Ga.) re-elected
Torbert H. Macdonald (Mass.) re-elected
George M. Rhodes (Pa.) re-elected
John Jarman (Okla.) re-elected
Leo W. O'Brien (N. Y.) re-elected
John E. Moss (Calif.) re-elected
John D. Dingell (Mich.) re-elected
J. Carlton Loser (Tenn.) re-elected

REPUBLICANS

Charles A. Wolverton (N. J.) retired
Joseph P. O'Hara (Minn.) retired
Robert Hale (Me.) defeated
John W. Heselton (Mass.) retired
John B. Bennett (Mich.) re-elected
John V. Beamer (Ind.) defeated
William L. Springer (Ill.) re-elected
Alvin R. Bush (Pa.) re-elected
Paul F. Schenck (Ohio) re-elected
Joseph L. Carrigg (Pa.) defeated
Steven B. Derounian (N. Y.) re-elected
J. Arthur Younger (Calif.) re-elected
William H. Avery (Kan.) re-elected
Bruce Alger (Tex.) re-elected
Will E. Neal (W. Va.) defeated

Senate Antitrust Subcommittee (Senate Judiciary Committee)

Asterisk (*) indicates Senator's term did not expire this year.

DEMOCRATS

Estes Kefauver (Tenn.)*
Thomas C. Hennings Jr. (Mo.)*
Joseph C. O'Mahoney (Wyo.)*
John A. Carroll (Colo.)*

REPUBLICANS

Alexander Wiley (Wis.)*
William Langer (N. D.) re-elected
Everett McKinley Dirksen (Ill.)*

House Antitrust Subcommittee (House Judiciary Committee)

DEMOCRATS

Emanuel Celler (N. Y.) re-elected
Peter W. Rodino Jr. (N. J.) re-elected
Byron G. Rogers (Colo.) re-elected
Lester Holtzman (N. Y.) re-elected

REPUBLICANS

Kenneth B. Keating (N. Y.) elected to U. S. Senate
William M. McCulloch (Ohio) re-elected
William E. Miller (N. Y.) re-elected

(This is one of a series of full page ads appearing regularly in the NEW YORK TIMES)

Radio is Greater than Ever ...but so is the Difference between Stations!

Radio's strength is its ability to talk frequently and persuasively to masses of people, and to do this economically. But you can use this strength to maximum degree only when you give full consideration to the *difference* between ordinary and great radio stations.

In most major markets one station stands out unmistakably as the *great* station. It's the one investing substantially in top facilities and top calibre personnel. Its expert programming covers the entire range of listener interest... with features thoughtfully produced, professionally presented. Its responsible management won't permit its call letters to be associated with pitchmen and questionable commercials, with carnival gimmicks, shoddy giveaways, triple spots.

Thus *great* stations amass large audiences. Thus *great* stations earn the confidence of the community for themselves and for their advertisers. This is the combination that produces results.

The stations listed here are the *great* stations in 18 important markets. So efficient is their coverage, you need add only 30 selected stations, out of the more than 3,000 stations now broadcasting, to achieve effective nationwide reach. This technique of concentrating on 48 top stations is called "The Nation's Voice."

A call to any Christal office will bring complete information, documented with data developed by Alfred Politz Research, showing how the strategy of The Nation's Voice can quickly put radio's vitality to work solving *your* sales problem.

HENRY I. CHRISTAL CO. INC.

NEW YORK · CHICAGO · DETROIT · BOSTON · SAN FRANCISCO · ATLANTA

PUBLIC SERVICE · MARKET · MANAGEMENT · PROGRAMMING · FACILITIES

FIRST ON EVERY LIST ARE THESE 18 GREAT RADIO STATIONS

WBAL Baltimore	**KFI** Los Angeles
WAPI Birmingham	**WHAS** Louisville
WBEN Buffalo	**WCKR** Miami
WGAR Cleveland	**WTMJ** Milwaukee
KOA Denver	**WHAM** Rochester
WJR Detroit	**WGY** Schenectady
WTIC Hartford	**KWKH** Shreveport
WDAF Kansas City	**WSYR** Syracuse
KTHS Little Rock	**WTAG** Worcester

cases have been pretty well standardized at the FCC. Complaints are immediately relayed to the station involved and a reply or comment is requested in a matter of days. It is only after the reply is in that the FCC issues a ruling. Toward the very end of the campaign, of course, there was little time to do this and the telephone and telegraph were used to a great extent.

Although complaints might come in to any member of the Commission or the staff, it was a small group in the Broadcast Bureau and the General Counsel's office which wrestled with each of the cases. In the Broadcast Bureau, it was Joseph N. Nelson, chief, Renewal & Transfer Div., and Edward M. Brown, chief, Renewal Branch, who worked on these cases. In the General Counsel's office, it was Charles Effinger Smoot, assistant general counsel, and Charles R. Escola, an attorney in Mr. Smoot's Legislation, Treaties and Rules Div.

Broadcast Connections Among the Candidates

A number of politicians with broadcasting connections figured prominently in the elections last week.

Democrat John Burroughs was elected governor of New Mexico over incumbent Republican E. M. Mechem. Mr. Burroughs, who owns a peanut packing plant, also has 50% interest in KENM Portales and owns 40% of KZUM Farmington, both New Mexico, and 40% of KMUL Muleshoe, Tex.

Gov. Robert D. Holmes of Oregon, former general manager of KAST Astoria before his election to the governorship two years ago in a special election to fill a short term, lost to Republican Mark Hatfield in an attempt at re-election last week.

Arizona Gov. Ernest W. McFarland, Democrat and former U. S. senator, attempted a return to the Senate and lost to the GOP incumbent, Barry Goldwater. Gov. McFarland is president of and owns 40% of KTVK (TV) Phoenix and is a member of the board of regents of non-commercial educational KUAT (TV) Tucson, licensed to the U. of Arizona.

Most of the congressmen reported last spring as having direct or indirect interests in radio and tv stations [FOR THE RECORD, April 14] managed to retain their seats. These were the exceptions:

Sen. John W. Bricker (R-Ohio), ranking Republican on the Senate Commerce Committee and member of the board of trustees of Ohio State U., licensee of non-commercial WOSU-AM-FM-TV Columbus, lost his Senate seat to Democrat Stephen Young.

Senate Minority Leader William F. Knowland (R-Calif.), who ran for governor of his state instead of attempting to retain his Senate seat, lost in the gubernatorial contest to Democrat Pat Brown. Sen. Knowland's family owns KLX Oakland, Calif.

One congressman with a remote association with radio moved up a rung on the political scale. Rep. Winston L. Prouty (R-Vt.), whose cousin John A. Prouty owns one of the 1,643 shares of common stock of WIKE Newport, Vt., moves over to the Senate in the 86th Congress following his victory last week.

WEAVER-ED, WOOED & WON

Political quarterbacks last week acknowledged television was the medium which effectively and quickly "communicated" New York Governor-elect Nelson A. Rockefeller's personality to the electorate in the "Battle of the Millionaires."

The Republican sweep, they observed, was due in large measure to Mr. Rockefeller's on-camera ease, warmth and humor, qualities not so well conveyed by his opponent, Gov. Averell Harriman.

Just as President Eisenhower had a tv professional, Robert Montgomery, at his side, so Mr. Rockefeller was guided by Dartmouth classmate and long-time personal friend Sylvester L. (Pat) Weaver, ex-board chairman of NBC. Mr. Weaver kept an office during the campaign at New York state Republican headquarters in New York's Roosevelt Hotel.

How Election Coverage Rated on Tv Networks

Election coverage may have been the hottest news on television last Tuesday night, but *Rifleman* had the sharpest bead on the tv audience.

Arbitron seven-city instant ratings showed that ABC-TV, which didn't start its election coverage till 10 p.m. EST, racked up 9-10 p.m. ratings approximately equal to those of the election reports on CBS-TV and NBC-TV combined.

Rifleman scored a 27.6 and then a 31.4 Arbitron rating in successive quarter-hours in the 9-9:30 slot and *Naked City* followed with 22.9 and 23.9 in the next two periods, giving ABC a full-hour coverage of 26.5. In the same hour CBS-TV was given a 14.5 and NBC-TV a 11.7. Trendex figures showed generally similar relationships.

In the 10-11 period, when all three networks were presenting election coverage, CBS-TV led in the Arbitron seven-city ratings all the way.

At 10-10:15 p.m. it was CBS-TV 18.5, NBC-TV 12.8 and ABC-TV 13.9; in the next quarter hour, CBS 19.1, NBC 13.3 and ABC 9.1; from 10:30 to 10:45, CBS 18.2, NBC 11.2 and ABC 6.8 and from 10:45 to 11, CBS 16.3, NBC 10.5 and ABC 6.0.

Markets covered in the seven-city Arbitron, which started operating commercially Oct. 11, are New York, Chicago, Philadelphia, Cleveland, Detroit, Baltimore and Washington.

Pittsburgh-Youngstown Shift Off

The FCC last week changed its mind about shifting ch. 73 from Youngstown, Ohio, to Pittsburgh and assigning ch. 33 to Youngstown for use by WXTV (TV), which holds a permit for ch. 73 there. The Commission ordered that ch. 73 be reassigned to Youngstown effective Dec. 15 and stated its belief public interest will best be served by selecting the "best qualified applicant" from parties who file for that channel. The FCC had ordered the reassignments on July 16 [GOVERNMENT, July 21], but reconsidered the move at the request of WKST-TV New Castle (ch. 45). Youngstown and New Castle are in the same market.

Panels of Law Experts To Face Harris Group

The House Legislative Oversight Subcommittee goes into a change of pace in its probe of improper influence at the FCC and other federal agencies when on Nov. 18-19 the House unit calls in more than two dozen experts in administrative law for panel discussions before the congressmen.

Explaining the plans for the panel talks in which law school professors, government legal authorities and non-government lawyers experienced in practice inside and before governmental agencies will participate, Robert W. Lishman, subcommittee chief counsel, last week indicated he felt the subcommittee would have been smarter if it had held similar discussions before getting down to individual cases, instead of after.

Mr. Lishman earlier had verified that the subcommittee will return to its probe of the Pittsburgh ch. 4 case this Wednesday (Nov. 12) [Also see AT DEADLINE] and added last week that the panel discussions would not interfere with the timing of the ch. 4 case hearing. After the hearings on ch. 4 the subcommittee plans to switch its probe to other government agencies.

The Nov. 18-19 panel sessions will feature presentation of papers by three panelists on each of four questions posed by the subcommittee, to be followed by discussion in which all present will take part, Mr. Lishman said. He emphasized that the members of the panel will represent all points of view on the functions of administrative agencies in government.

The schedule as now planned:

Nov. 18, 10 a.m.: *Should the clearly judicial functions of the administrative agencies be divorced from them and lodged with the federal courts?*—Papers by Robert W. Ginnane, general counsel, Interstate Commerce Commission; Joseph Zwerdling, hearing examiner, Federal Power Commission; Prof. Kenneth Culp Davis, U. of Minnesota.

Nov. 18, 2 p.m.: *Should the legislative functions of administrative agencies be restricted?*—Papers by Willard Gatchell, general counsel, FPC; Donald C. Beelar, Kirkland, Ellis, Hodson, Chaffetz & Masters, head of American Bar Assn.'s administrative law section in 1957; Prof. Frank C. Newman, U. of California.

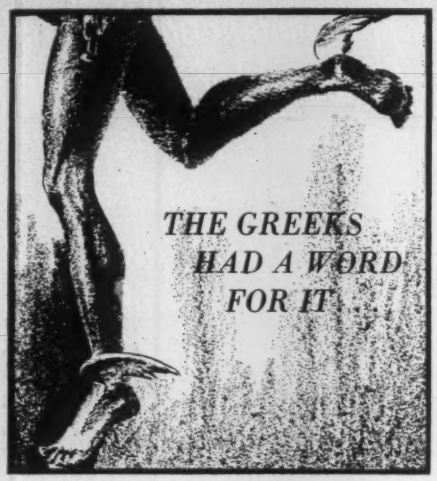
Nov. 19, 10 a.m.: *How much overseeing of the administrative process should be undertaken by the Executive Branch and the Legislative Branch?* Papers by James M. Landis, Skiatron Tv Inc. counsel and formerly dean of Harvard Law School, chairman of Securities & Exchange Commission and member of Federal Trade Com-

Great time at Telestudios!

The happy combination pictured below just finished three Kellogg commercials for "What's My Line?" in record time! And why not? Kellogg has the top selling talent and personality of Dennis James (left)... top agency creative control of Leo Burnett Company in the person of agency producer Chuck Strother (center)... top production experience of TELESTUDIOS' head man, George Gould (right). And, oh yes, one other thing—VIDEOTAPE—at the industry's largest independent studios. It's the same kind of great time and custom service on which you can count when you produce your commercials... pilots or programs under the personal supervision of TELESTUDIOS' top management. Great results, too, because VIDEOTAPE at TELESTUDIOS means low cost, high quality productions that come across with all the vivid impact of live television itself. It's happening right now for key agencies such as Burnett, and their key clients such as Kellogg. Right now is a great time to make it happen for you with VIDEOTAPE at NTA's

TELESTUDIOS, INC.

1481 Broadway, New York, N. Y., LOngacre 3-6333



MERCURY
ΣΠΟΥΔΗ
SPEED

. . . . . all right, all right, we *know* his Greek name is Hermes, but out here in Ohio, we like to call him by his plain everyday Latin name of Mercury.

Now—in very olden times, when the gods hung around Mount Olympus, doing the nectar and ambrosia bit, Mercury sped around the place on his winged feet, acting as Messenger for Zeus, and spreading the news around among the gods. The gods probably were very fond of Mercury, because without him to tell them what was going on, they'd have had to scrounge around and get the news as best they could.

No doubt about it, Mercury was the fastest kid of his day, but in this electronic century, he'd be way out of date. For instance (and here comes the commercial) he couldn't compete today with WCKY's Newsbeat. Cincinnatians know they can depend on WCKY's Newsbeat to bring them the news of the day, and we do mean fast! Most local stories are heard FIRST on WCKY's 33 Newsbeats a day. All Cincinnati is speedily informed of what goes on locally and nationally in concise, up-to-the-minute newscasts on the hour and half hour. Cincinnati relies on WCKY for news, because Cincinnatians know that WCKY brings them the news first!

. . . . . If you'd like to know more about WCKY and how it can sell your product, call Tom Welstead at WCKY's New York Office, or AM Radio Sales, Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

mission; John W. Cragun, Wilkinson, Cragun & Barker; Prof. Leo A. Huard, Georgetown U.

Nov. 19, 2 p.m.: *How can improper influences be best dealt with?*—Papers by Thomas G. Meeker, general counsel, SEC; Prof. Clark M. Byse, Harvard Law School; Prof. Arthur S. Miller, Emory U. Law School; David W. Peck, former judge of the New York Supreme Court (tentative).

Other participants: Prof. Thomas F. Broden, U. of Notre Dame; Theodore H. Haas, chairman, board of contract appeals, Dept. of Interior; Paul N. Pfeiffer, hearing examiner, Civil Aeronautics Board; Ruth Smalley, National Labor Relations Board.

Washington attorneys James J. Bierbower, Smith W. Brookhart, Valentine B. Deale, F. Cleveland Hedrick, Former FCC Hearing Examiner Fanney N. Litvin, Robert K. McConnaughey, Alfred L. Scanlan and Ashley Sellers. Also Harold L. Russell, Atlanta.

FCC Hopes to Have Boston Ch. 5 Ready for Hearing in December

The FCC last week told the U. S. Court of Appeals for the District of Columbia that it is still conducting pre-hearing investigations in the Boston ch. 5 case and hopes it can be set for hearing this year.

The court last July [GOVERNMENT, Aug. 4] remanded the FCC's 1957 grant of ch. 5 to the *Boston Herald-Traveler* (WHDH), ordering a re-hearing and asking for interim progress reports until then. The first FCC progress report was made early last month [GOVERNMENT, Oct. 6].

In its second report to the court last week, the Commission said its pre-hearing investigation has been pursued "actively"; that the FCC staff has questioned "a number of" persons who it believes may have information in the case. Steps also have been taken to determine whether there is any other pertinent information in the files of the House Legislative Oversight Subcommittee which might be made available to Commission investigators, the FCC said, adding that further checks in the ch. 5 case are planned this month.

Mack Arraignment Postponed; Change of Venue Also Asked

The arraignment of former FCC Comr. Richard A. Mack was postponed last week after his attorneys pleaded that the former FCC commissioner was still too ill.

U. S. District Judge John J. Sirica agreed to a proposal that Mr. Mack be placed under bond in Miami to ensure his appearance at the trial, and that his arraignment take place at that time. Date for the trial of Mr. Mack, and his friend, Thurman A. Whiteside, is still in doubt.

Both Mr. Mack and Mr. Whiteside were indicted by a grand jury earlier this fall [LEAD STORY, Sept. 29]. Mr. Mack was charged with receiving money from Mr. Whiteside for voting in favor of National Airlines in the Miami ch. 10 case. Mr. Whiteside was arraigned last month, freed under $1,000 bail [AT DEADLINE, Oct. 6]. Last week his attorney filed a motion for change of venue, alleging that the publicity given to the Mack-Whiteside friendship in Washington would make it difficult to hold a fair trial there. He also said it would be more convenient for all concerned to hold the trial in Miami.

FCC Denies Request by DBA To Withhold I-A Renewals

The fact that clear channel stations may claim modification of their licenses if the FCC implements its rule-making proposal to duplicate 12 Class I-A clear channel stations, will not affect FCC conclusions in the future—any more than in the past—the Commission said in effect last week. The FCC took this position in denying a request by Daytime Broadcasters Assn. that license renewal applications by 12 Class I-A stations be withheld until final FCC disposition of its rule-making on clear channels or until the "freeze" is lifted on applications for Class II stations on Class I channels.

DBA, in asking that action be withheld on renewals for the 12 Class I-A am outlets, expressed its belief the 12 clears would claim modification of license as a stalling tactic to delay effectuation of the proposed FCC rule-making [AT DEADLINE, Oct. 20]. The rule-making issued last April would permit unlimited Class II assignments on 12 Class I-A frequencies [LEAD STORY, April 21].

FCC Spurns Biscayne Plea For Action on Miami Transfer

The FCC last week turned a cold shoulder to pleas by Biscayne Tv Corp., licensee of WCKR-AM-FM and WCKT (TV) Miami (ch. 7), that it speed up consideration of and grant Biscayne's sale of WCKR-AM-FM to Sun Ray Drug Co. for $800,000 last spring [STATIONS, May 26].

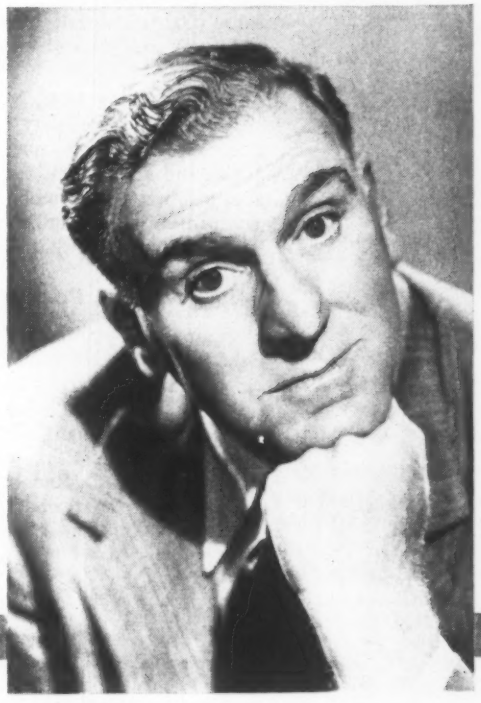
It was the second rebuff for Biscayne. The FCC wrote Biscayne Sept. 24 and said it could not grant the sale until it considers testimony before the House Legislative Oversight Subcommittee alleging *ex parte* activities in the ch. 7 case. FCC awarded ch. 7 to Biscayne in 1956. The case was remanded by the U. S. Court of Appeals for the District of Columbia last year before and for other reasons than the Capitol Hill testimony [GOVERNMENT, Mar. 18, 1957].

In asking early approval of the sale, Biscayne had noted that the sales contract will terminate Nov. 21.

JCET Urges Tv Study First

The Joint Council on Educational Television last week asked the FCC to "make a thorough investigation of television allocations as a first step toward removing some of the serious obstacles" to ETV, especially in large metropolitan areas. At the same time JCET asked the Commission to reserve vhf channels for educational use in five cities. The JCET petitioned FCC to reserve ch. 12 in Wilmington, Del., as an educational facility last September [AT DEADLINE, Sept. 15]. In the new request, the council, which represents ten national education organizations, wants educational v's in Rochester, N. Y.; Norfolk-Portsmouth-Newport News area, in Va.; Reno, Nev.; Waycross, Ga., and Panama City, Fla.

Another big salesmaker on Channel 4 IN DETROIT



"THE LIFE OF RILEY"

STARRING

WILLIAM BENDIX

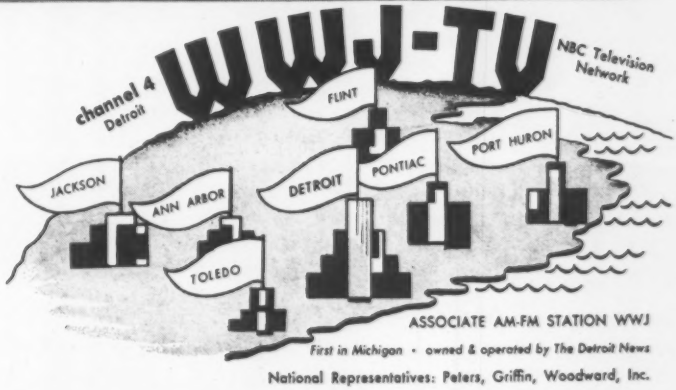
6:30-7:00 P.M. Daily • Monday through Friday

- Detroit's choicest nightly strip feature
- Quality showcase for food and drug products
- Hot from long-successful NBC network run
- Participations or full sponsorship available

Also check these other family favorites on Detroit's Channel 4

"I Married Joan"	9:00-9:30 A.M. Monday through Friday
"Amos 'n' Andy"	1:00-1:30 P.M. Monday through Friday
"It's a Great Life"	5:00-5:30 P.M. Monday through Friday

Today—call your PGW Colonel for complete information on these big salesmakers



National Representatives: Peters, Griffin, Woodward, Inc.

LESSER, RANK, BOX IN TV PACT

A hands - across - the - sea tv production agreement between Sol Lesser Productions, Hollywood, and Sydney Box Tv on behalf of the J. Arthur Rank Organization, London, was announced Thursday in Hollywood. The deal calls for a minimum of four tv series of 39 installments each, to be filmed this season, with the overall budget put in excess of $5 million.

Two of the projected series, *The Man From Lloyds* and another which will be either an adventure or a science-fiction series, will be filmed at Rank's Pinewood Studios in England, with Hollywood stars in the leading roles. A situation comedy series will be produced both in Hollywood and London, with an American comedian starred. The fourth property on the Lesser and Box-Rank immediate list was said to be so unusual that its nature would not be revealed until production is underway.

Sy Weintraub and Harvey Hayutin, president and vice president of Sol Lesser Productions, and James Swann, managing director for tv of Box-Rank, represented their respective companies in the agreement, which was negotiated by George Gruskin and Harold Breacher of William Morris agency. The Morris office will handle sales of the tv films in the United States, either for network telecasting for a national sponsor, or for syndication. The original series will be top quality productions, aimed at network use, it was said, with the possibility that later series may be made primarily for syndication.

Mr. Weintraub, in announcing the tv agreeement with Box-Rank, made it plain that theatrical motion pictures will remain the chief activity of Sol Lesser Productions, with tv as "an important adjunct." He and Mr. Hayutin are to leave this week for London, to work out shooting schedules for the four tv series already set with Box-Rank and to discuss pilot ideas for future tv programs. They will then proceed to Nairobi, Africa, where the first of two Tarzan theatrical pictures, "Tarzan's Great Adventure," will go into production Dec. 1 for release through Paramount.

A new technical process, "Vistascope," now nearing developmental completion at Lesser Productions, will be used in the company's tv films, Mr. Weintraub said. He described it as "something like rear screen projection," permitting live action to be filmed before backgrounds based on small still photographs.

Food, Beer, Gas, Oil: Syndicator's Best Bet

Who buys syndicated film shows? Ziv Television Programs, New York, has studied a list of 787 sponsors and come up with a profile of its market.

Food products, breweries and gas and oil companies—in that order—are leaders of the list.

Results of the special advertiser survey were released by Ziv last week. Len Firestone, syndicated sales manager, pointed out the survey is being used as a "sale profile" for the campaign Ziv currently is conducting for its new syndicated film, *Bold Journey*, starring Dane Clark and Joan Marshall. The survey shows that of the 787 sponsors of more than a dozen Ziv tv programs, food products (including dairies, bakeries and supermarkets) account for 26% of syndicated sales (202 sponsors); brewers, 23% (170 sponsors) and gas and oil companies, 12% (94 sponsors).

The remaining 39%, Mr. Firestone said, represent a wide variety of sponsor classifications, including home improvements (paint and appliances), banks, loan and savings institutions, automobile dealers, tobacco companies, public utilities and drug and pharmaceuticals in that order.

NTA's 'Dream Package' in 41

National Telefilm Assoc.'s "Dream Package" of 85 feature films has been sold to an additional 23 tv stations, raising total markets sold to 41, it has been announced by Harold Goldman, executive vice president. The firm also announced a new office in Brussels at 262 Rue Royale. It is supervised by Leo Lax, who heads his own organization, Leo Fax Films, with headquarters in Paris.

FILM SALES

Trans-Lux Tv Corp., N. Y., reports sale of Encyclopaedia Britannica film library of more than 700 films to WTRF-TV Wheeling, W. Va., for five years, and to WJRT (TV) Flint, Mich.

Hearst Metrotone News Inc.'s Telenews reports sales of *This Week in Sports* to KZTV (TV) Corpus Christi, Tex., KDAL-TV Duluth, Minn., and KLOR-TV Provo, Utah; *Weekly News Review* to KLOR-TV, and daily newsfilm service to WTVO-TV Rockford, Ill.

Official Films Inc., N. Y., reports sale of *The Adventures In Sherwood Forest* (reruns of *Robin Hood* series carried on CBS-TV) in eight additional markets on east and west coasts, raising total number sold to 35.

Walter Schwimmer Inc., Chicago syndication firm, announces sale of *Championship Bowling* film series to WGN-TV that city; WHIO-TV Dayton and WBNS-TV Columbus, both Ohio; KOMO-TV Seattle, Wash., and WHEN-TV Syracuse, N. Y. Series is now sold in 155 U. S. markets, plus Alaska and Hawaii.

Sterling Television Co.'s newest syndicated property, re-runs of NBC-TV's *Time Out for Sports* (originally produced for network by Sterling and Hearst Metrotone News) has been sold to WPIX (TV) New York, WTAE (TV) Pittsburgh, WTAR-TV Norfolk, Va., KNXT (TV) Los Angeles, KTNT-TV Tacoma, Wash., and CBMT (TV) Montreal, Que.

CONFIDENTIAL

Information Concerning The Best

TV program and spot buys in the billion dollar rich Fresno and San Joaquin Valley is available to you at no cost from your nearest H-R man. Ask him to show you how the all family TV Station (KJEO-TV) can make it easy for you to be a hero! Give your clients INCREASES in sales at LOWEST cost per thousand on KJEO-TV!

WHAS-TV LOUISVILLE

IF IT IS *BIG* AND *IMPORTANT*, IT'S ON *WHAS-TV*

50,000 youngsters, 57,000 adults have attended T-BAR-V, Louisville's ONLY kid show with LIVE, DAILY AUDIENCES

50,000 youngsters, escorted by 57,000 adults is a lot of participation. T-BAR-V skillfully interweaves educational, health and safety subjects with songs, cartoons and games to the benefit of the small fry and sheer delight of parents. Indication of the show's drawing power is that ticket requests are received five months in advance.

Like other WHAS-TV produced programs, T-BAR-V's demonstrated concern for the community has gained the respect and confidence of huge, loyal audiences and long-term clients. It's IMPORTANT that constructive entertainment be presented for children. And when BIG and IMPORTANT programs are produced in Louisville, they're found on WHAS-TV.

Your Advertising Deserves WHAS-TV Attention . . .
with the ADDED IMPACT OF PROGRAMMING OF CHARACTER!

WHAS-TV
Fisbie
Foremost In Service
Best In Entertainment

WHAS-TV CHANNEL 11, LOUISVILLE
316,000 WATTS — CBS-TV NETWORK
Victor A. Sholis, Director
Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

Here are the NCS #3 ratings:

Total Homes in Area
KTBS-TV 369,300
Sta. B 321,400

Total TV Homes in Area
KTBS-TV 249,780
Sta. B 221,420

Monthly Coverage
KTBS-TV 199,470
Sta. B 179,680

Weekly Coverage
KTBS-TV 193,970
Sta. B 175,150

Weekly Daytime Circulation
KTBS-TV 169,320
Sta. B 154,500

Daily Daytime Circulation
KTBS-TV 121,010
Sta. B 113,900

Weekly Nighttime Circulation
KTBS-TV 192,080
Sta. B 173,240

Daily Nighttime Circulation
KTBS-TV 150,130
Sta. B 140,850

Specify KTBS-TV with dominant Nielsen and dominant ARB . . . the best buy in Shreveport! See your Petry man.

KTBS-TV
SHREVEPORT, LOUISIANA
NBC
ABC
E. Newton Wray
Pres. & Gen. Mgr.
*N.C.S. No. 3, Spring, 1958
A. C. Nielsen Company

All-Industry Radio Committee Has First Huddle with ASCAP

The All-Industry Radio Music License Committee and ASCAP representatives had their first meeting in negotiations for new licenses last Thursday (Nov. 6), exchanged differing viewpoints and agreed to meet again Dec. 3.

Robert T. Mason of WMRN Marion, Ohio, chairman of the all-industry group, said the committee told ASCAP that radio must have a "sharp decrease" in fees and "substantial improvement" in the terms of ASCAP licenses.

In support of its position, Mr. Mason said, the committee cited substantial decreases both in station revenues from music programs and in station income since the licenses were renewed some 10 years ago.

ASCAP's position, on the other hand, was reported to be that it is dissatisfied with the rates radio now pays for its music and wants them improved.

Current ASCAP radio contracts expire, for most stations, on Dec. 31 of this year. In effect since 1941, the rate for stations is 2.25% of net time sales for a blanket license to use ASCAP music locally. The network rate is a little higher—2.75%.

All-industry committeemen at the ASCAP meeting were Chairman Mason; George W. Armstrong of Storz Broadcasting, vice chairman; Richard D. Buckley, WNEW New York and Metropolitan Broadcasting Corp.; Robert D. Enoch, WXLW Indianapolis; Herbert E. Evans, Peoples Broadcasting Corp.; Bert Ferguson, WDIA Memphis; J. Allen Jensen, KSL Salt Lake City; Herbert Krueger, WTAG Worcester, Mass.; William S. Morgan Jr., McLendon Stations; Leslie H. Peard Jr., WBAL Baltimore; Elliott M. Sanger, WQXR New York; Calvin J. Smith, KFAC Los Angeles; Sherwood J. Tarlow, WHIL Boston, and Jack S. Younts, WEEB Southern Pines, N. C. Also on hand were Emanuel Dannett, general counsel to the committee, and his partner, William W. Golub.

The ASCAP group consisted of Paul Cunningham, president; Herman Finkelstein, counsel; Jack Bregman, Jules Collins, Max Dreyfuss, George Hoffman, Richard F. Murray, Herman Starr and Ned Washington.

Ruben Series in 22 Markets

Within three weeks of releasing *Stranger Than Science*, G. A. Ruben Productions, Indianapolis, reports it sold the 26-episode package of 15-minute shows to 22 radio stations. The series, taken from former news commentator Frank Edwards' book *Strangest of All*, is carried fully-sponsored on such outlets as WGTO Cypress Gardens, Fla.; WSB Atlanta, Ga.; WOWO Fort Wayne, Ind., and WFBM Indianapolis. Next year Ruben, again with Mr. Edwards, will release a *Mysteries of Outer Space* series.

Blumberg, Smolin to Allied Div.

Allied Record Manufacturing Co. (recording, tape duplication, program production), Hollywood, has made appointments in the Allied Div. of its newly-acquired American Sound Corp., Belleville, N. J. Walter Blumberg, with RCA for the past six years as service manager and in commercial sales, has been named eastern sales manager of the new Allied division. Alvin Smolin, assistant manufacturing supervisor, Columbia Records, Bridgeport, Conn., has become Allied Div. manufacturing head.

Radio Press Out for Am Clients To Supplement Initial Fm Group

Radio Press, New York, a "voiced" news service for independent and network radio stations announced last summer [PROGRAM SERVICES, Aug. 25] and in operation since Oct. 6, has begun bidding for am station clients for the first time.

RP's service is carried on WNCN-FM New York, WBCN-FM Boston, WXCN-FM Providence, WHCN-FM Hartford, Conn., and WMTW-FM Mt. Washington.

In a sales letter, George Hamilton Combs, Radio Press president, explains that the service provides daily at least an hour of foreign, Washington and national news which at the station's option can be divided into quarter hours or 12 five-minute segments, and through the facilities of line, tape or fm.

The service claims more than 4,000 stringers in 90 countries and a nucleus staff of "expert newsmen" with bureaus located at points in Europe, at Washington and in the Far East.

Radio Press also provides such services as sales calls on New York representatives, preparation of special sales promotion material and sample tapes and disc for representative salesmen.

Meighan VTR Production Firm Leases New York Theatre Space

The latest move in the rapidly expanding videotape field comes from Videotape Productions of New York Inc., which announced last week it is closing a deal to lease the Century Theatre there for an all-VTR production center. Guiding hand of the new firm is Howard Meighan, president, who until last March was CBS-TV Western Div. vice president.

The Century, described as having one of the largest stage areas in the East, has been used as a tv studio by NBC-TV for the past four years. It is located on Seventh Ave. between 58th and 59th. Initially, at least, the new operation will concentrate on commercials.

Mr. Meighan first announced his intention to go into the VTR field when he left CBS last spring. At the time he said other videotape operations were planned for the West Coast and Midwest, but moves in those directions apparently will follow the New York plans. The target date in New York is Dec. 1.

Ampex Corp., which developed and markets the VTR-1000, standard unit in the field, will have a 45% interest in Videotape Productions of New York, and its president, George I. Long, will be a member of the board. Headquarters of firm remain in Los Angeles.

16 mm MAGNA-STRIPE Raw Stock is motion picture film with pre-applied magnetic sound stripe . . . perfect mate for Auricon FILMAGNETIC Sound-On-Film Recording Cameras.

Mail convenient coupon or attach to your business letterhead for free information on Soundcraft MAGNA-STRIPE Raw Stock and all Soundcraft magnetic recording films.

Professionals everywhere prefer Auricon FILMAGNETIC Sound-On-Film Recording Cameras for lip-synchronized Talking Pictures and Music Quality — using Soundcraft MAGNA-STRIPE Raw Stock. They go together to give you living sound!

Mail coupon for free information on Auricon FILMAGNETIC Cameras.

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Firm_____

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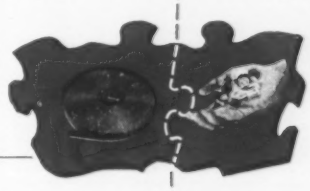

AURICON DIV., BERNDT-BACH, INC.
6900 Romaine St., Hollywood 38, Calif.

☐ Please send new FILMAGNETIC Camera Information.

☐ I want to install FILMAGNETIC on my Auricon Model _____.

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Firm_____

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City_____ Zone_____ State_____

R32

St. Louis Convention Agenda Set by BPA

Full agenda for the Nov. 17-19 annual convention-seminar of the Broadcast Promotion Assn. in St. Louis has been announced. In addition, the nominating committee has prepared its suggestion for officers to guide the association during 1959.

One slate, to be offered consists of Charles Wilson, WGN Chicago, as president; Gene Godt, WCCO-TV Minneapolis, first vice president, and James Kiss, WPEN Philadelphia, as second vice president.

Suggested as directors for three-year terms are Walt Smith, WROC Rochester, N. Y.; Janet Byers, KYW Cleveland, Ohio; Harvey Clarke, CFPL London, Ontario, and Don Curran, KTVI (TV) St. Louis. Austin Heywood, KNXT (TV) Los Angeles, will be named to replace Mr. Kiss for a term of two years. Each has unofficially indicated his willingness to serve if elected an officer or director.

Officers and directors will be elected at a business meeting Tuesday afternoon during the BPA convention, to be held at the Chase Hotel. Registration will open next Sunday (4-10 p.m.) and continue 9-10 a.m. on Monday. Convention is open to advertising, agency, and other allied field representatives as well as BPA members, with registration fee of $35 covering all sessions and meals. Registration is being handled by William Pierson, BPA, 190 N. State St., Chicago. Agenda for the convention-seminar, first held outside Chicago, has already been completed, with Donald H. McGannon, president of Westinghouse Broadcasting Co., as a principal speaker on kickoff day [TRADE ASSNS., Sept. 29, *et seq.*].

Present BPA president is Elliott W. Henry Jr., ABC Chicago, who succeeded David Partridge, Westinghouse Broadcasting Co., for 1958.

Mr. Henry and John Hurlbut, WFBM-AM-TV Indianapolis, along with Mr. Wilson, also are considered 1959 BPA presidential possibilities. Under its constitution, it would be permissible for Mr. Henry to succeed himself, though it's reported he's not disposed to accept the post again.

The BPA nominating committee, headed up by Mr. Godt, also has recommended to the incoming president that the new first vice president be assigned general responsibility for the 1959 BPA convention and that the new second vice president be given general responsibility for next year's membership promotion.

Messrs. Curran and Hurlbut have been serving as chairmen of facilities and program activities, respectively, for the 1958 convention.

Convention agenda follows:

Monday, Nov. 17

10 a.m.—Keynote address, Elliott W. Henry, president of BPA.

10:30 a.m.—"Newspaper Today," Edward A. Falasca, creative vice president, Bureau of Advertising, American Newspaper Publishers Assn.

12 Noon—Luncheon; Address by Donald H. McGannon, president of Westinghouse Broadcasting Co.

2:30 p.m.—"Magazine Today," Albert M. Snook, Chicago manager, Magazine Advertising Bureau.

4 p.m.—"Breaking Into Print," Consumer Press—Pete Rahn, Am-Tv Editor, *St. Louis Globe Democrat;* Trade Press—Steve Libby, account executive publicist, Communications Counsellors, New York.

Tuesday, Nov. 18

9:30 a.m.—"Take It Outdoors," John L. Bricker, executive vice president of Outdoor Advertising, New York.

11 a.m.—"By The Numbers" (an analysis of ratings), Dr. Thomas Coffin, director of research, NBC, N. Y.; Robert Riemenschneider, media director, Gardner Adv. Agency, St. Louis.

12 Noon—Luncheon (No speaker).

1:30 p.m. — Broadcasters' Promotion Assn. meeting (open only to voting members).

3:30 p.m.—"Promotion, Key Management Function," *For Management*—Joseph M. Baisch, general manager, WREX-TV, Rockford, Ill.; *For Sales Management*—John Stilli, sales manager, KDKA-TV Pittsburgh; *For Station Representatives*—Lon King, assistant vice president in charge of television promotion and research, Peters-Griffin-Woodward, New York.

6 p.m.—Trade Press Reception, Thirteen television-radio industry trade publications will host this reception.

7:45 p.m.—Annual BPA Banquet, Don B. Curran, convention arrangements chairman, is in charge of entertainment; program will feature nationally known Dixieland Jazz musicians.

Wednesday, Nov. 19

9:30 a.m.—"Pick-The-Brain," round table swap sessions, presided over by L. Walton Smith, Transcontinent Television (nine different discussion tables).

12:30 p.m. — Adjournment — After remarks by Elliott W. Henry and the newly-elected president of BPA.

Petry Plans St. Louis Seminar

Edward Petry & Co., station representation firm, will hold an informal seminar-roundtable meeting Nov. 17 in St. Louis for its represented station promotion managers. The meeting is in conjunction with the Broadcast Promotion Assn. convention (see above). Bob Hutton, Petry's tv promotion manager, will act as mediator; others representing Petry will be Bill Oldham, St. Louis manager for radio, Louis A. Smith, midwest tv sales manager, and Fred Johnson, manager for tv in St. Louis.

News Source-Media Cooperation Tops Agenda at Illinois Parley

Better cooperation between radio-tv newsmen and vital news sources at the military, civil defense and state police level provided the program theme for the fall meeting of the Illinois News Broadcasters Assn. at Bloomington this past weekend (Nov. 8-9).

Relations between newsmen and station management and with newspapers and rival

In the Syracuse Market

WSYR COVERS
***80% MORE RADIO HOMES**
Than the No. 2 Station

This amazing margin of superiority makes WSYR unquestionably the most effective and economical buy for radio advertisers in a market where buying power exceeds $2½ billion annually.

WSYR attracts the *adult, able-to-buy* audience by maintaining a high standard of *quality* performance, by *professional* performers. In every category of programming—news, music, sports, drama, variety, farm programs and public service events—WSYR is the leader in the Syracuse area.

NBC in Central New York

*Nielsen Coverage Service No. 2

WSYR

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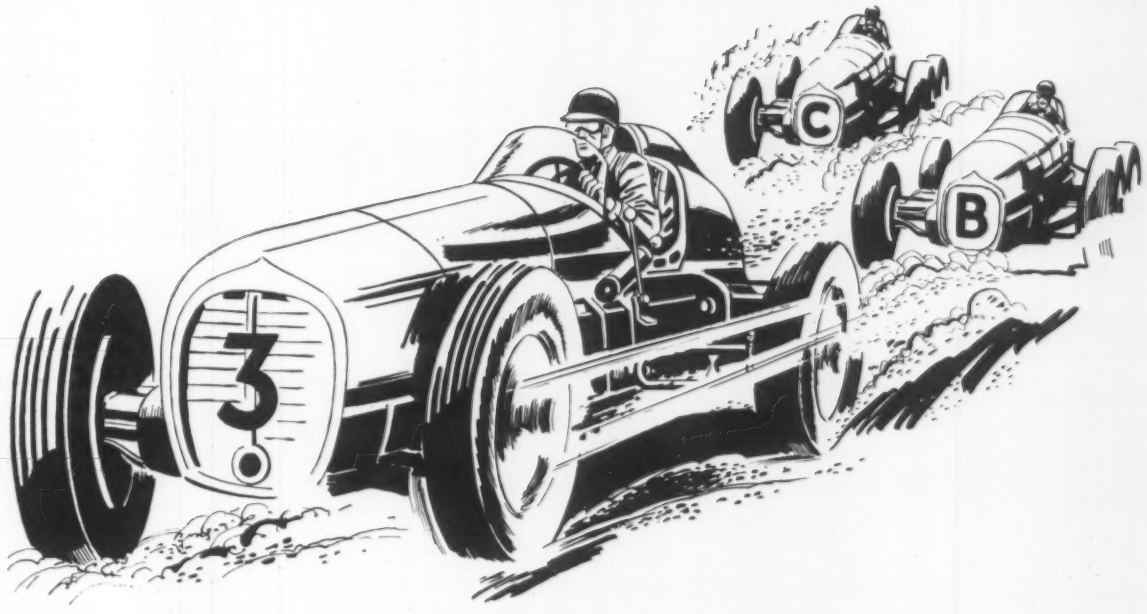

It's Easy to Pick a Winner in Memphis With Channel 3 First by All Surveys!

WREC-TV's superior local programming and news coverage is combined with a basic CBS Television affiliation to make certain that: "In Memphis there's more to see on Channel 3." Full power and highest antenna deliver complete coverage of the great Mid-South market. It's the *right* combination for your advertising message. See your Katz man for availabilities.

Here are the latest Memphis surveys showing leads in competitively rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A. R. B. May '58 (Metro Area)	Pulse May '58 (Metro Area)	Nielsen Feb.-Apr. '58 (Station Area)
WREC-TV	**201**	**240**	**195**
Sta. B	122	93	74
Sta. C	53	47	107

WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

ORDER NOW!

the
all-new
632-page
authoritative
more complete than ever

BROADCASTING

*1958 Yearbook issue**

"the one-book library of television and radio information"

46 separate directories indexing the world of broadcasting

- tv stations
- am stations
- fm stations
- educational stations
- networks
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- advertising agencies
- associations
- services
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plus—

market data, billings, ratings, programs, talent, historical facts—all arranged and indexed for instant reference

station listings by state and city show executive personnel, network, power, frequency or channel; separate directories by call letters, frequencies, newspaper and group ownership

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Circulation Department
1735 DeSales Street, N.W.
Washington 6, D. C.

*published every September as 53rd issue of BROADCASTING—The Businessweekly of Television and Radio

stations in competitive markets also were to be explored at the conference in the Illinois Hotel, under chairmanship of Harold Salzman, news director of WLS Chicago, as INBA president.

Two highlights of the sessions were talks on "Current Challenges to Newsmen," by Donald E. Brown, U. of Illinois and INBA executive secretary, discussing the recent Radio Tv News Directors Assn. convention in Chicago [TRADE ASSNS., Oct. 27, 20], and a report on freedom of information in Illinois by Marlowe Froke, U. of Illinois.

C. W. Shultzabarger, information services officer at Scott Air Force Base, Scott Field, Ill., was scheduled to discuss "Cooperation with Military News Services" and Col. Mel Mawrence, deputy public information director, Illinois Civil Defense Headquarters, Chicago, "Cooperation with Civil Defense."

Cooperation among stations in competitive markets was set for a panel discussion by Robert Brown, WMAY Springfield; Paul Liggett, WHBF-TV Rock Island; John Rhodes, WRRR Rockford, and Robert Warren, WICS-TV Springfield. A second panel on newspaper cooperation included David Loring, WGIL Galesburg; Don Newberg of WJBC Bloomington with Charles Driver, managing editor of the parent *Bloomington Daily Pantagraph*, and John Hodges, circulation manager, *Peoria Star & Journal*. Howard Caldwell and George Martin, WTHI-AM-FM-TV Terre Haute, Ind., were to explore "Cooperation with Management" Sunday (Nov. 9).

Election Forms for Radio Board Go to NAB Stations This Week

Election processes for vacancies on the NAB Radio Board of Directors will get under way Wednesday (Nov. 12) when forms are mailed stations to certify eligible voters representing each radio member station. Forms must be returned by Dec. 12. Nominations will be the next step.

Thirteen radio directors will be elected to fill directorships expiring next March 18. These include eight directors from odd-numbered districts, three of whom are ineligible for re-election because they have served two consecutive two-year terms. One district (3) has a vacancy through resignation, Donald W. Thornburgh having become ineligible when WCAU Philadelphia was purchased by CBS.

Everett E. Revercomb, NAB secretary-treasurer, said the three directors ineligible for re-election are Robert T. Mason, WMRN Marion, Ohio, Dist. 7; William Holm, WLOP LaSalle, Ill., Dist. 9, and Alex Keese, WFAA Dallas, Dist. 13.

Other district directors whose terms expire but who are eligible for re-election, are Daniel W. Kops, WAVZ New Haven, Conn., Dist. 1; Hugh M. Smith, WCOV Montgomery, Ala., Dist. 5; Raymond V. Eppel, KORN Mitchell, S. D., Dist. 11; Joe D. Carroll, KMYC Marysville, Calif., Dist. 15, and Thomas C. Bostic, KIMA Yakima, Wash., Dist. 17.

Four at-large directors are up for re-election. They are Harold Hough, WBAP Fort Worth, large stations; J. Frank Jarman, WDNC Durham, N. C., medium stations; William C. Grove, KFBC Cheyenne, Wyo., small stations, and Ben Strouse, WWDC-FM Washington, fm stations.

Convening TvB Membership To Hear Prudential President

Key speaker at the fourth annual meeting of Television Bureau of Advertising membership in New York next week will be Carroll M. Shanks, president of Prudential Insurance Co. of America. He will address the Friday (Nov. 21) luncheon meeting at the Waldorf Astoria Hotel's Starlight Roof. Prudential is a major investor in tv advertising.

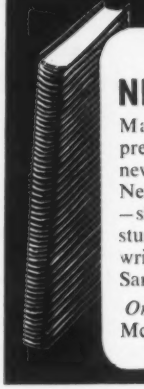
A day-long meeting of the TvB sales advisory committee is scheduled Wednesday, a board of directors meeting Thursday and showing of a new three-part film presentation, "Plus over Normal" on Friday. An excursion of agency-advertiser executives and wives to the Princeton-Dartmouth football game in Princeton, N. J., Saturday is set. TvB directors also will attend the Broadcast Pioneers luncheon Nov. 20 honoring CBS board chairman William S. Paley.

TvB announced last week that station representative John Blair (Blair Tv, Blair Television Assoc.), elected a director at last year's annual TvB meeting in Chicago, has been re-elected to the board.

UPCOMING

Nov. 9-12: Assn. of National Advertisers fall meeting, The Homestead, Hot Springs, Va.
Nov. 12: Maine Radio & Tv Broadcasters Assn., Colby College, Waterville.
Nov. 12: UPI Broadcasters Assn. of Maine, Colby College, Waterville.
Nov. 13-14: Tennessee Assn. of Broadcasters, Knoxville.
Nov. 13-14: New Jersey Broadcasters Assn., Cherry Hill Inn, Camden.
Nov. 13-15: Missouri Assn. of Broadcasters, Chase Hotel, St. Louis.
Nov. 14: Oregon Broadcasters Assn., fall meeting, Hotel Marion, Salem.
Nov. 14: New Jersey AP Radio Assn., annual meeting, Cherry Hill Inn, Camden.
Nov. 15-16: AWRT, Indiana conference, Indianapolis.
Nov. 16-19: Broadcasters' Promotion Assn., third annual convention, Chase Hotel, St. Louis.
Nov. 16-22: National Television Week.
Nov. 18-19: RAB, national radio advertising clinic, Waldorf-Astoria Hotel, New York.
Nov. 19: Television Bureau of Advertising, board of directors meeting, Waldorf-Astoria Hotel, New York City.
Nov. 19: ABC-TV Primary Affiliates, meeting, New York.
Nov. 19-22: Sigma Delta Chi, annual convention, U. S. Grant Hotel, San Diego, Calif.
Nov. 20: TvB, sales advisory committee meeting, Waldorf-Astoria Hotel, New York City.

Now...from CBS NEWS



TELEVISION NEWS REPORTING

Master guide to planning, preparing, and putting a TV news show on the air. CBS News Staff covers all phases—shows tested techniques in studio and remote coverage, writing, editing, directing, etc. Sample scripts. $5.75.

Order from V. A. McKenna
McGraw-Hill, 327 W. 41 St., N.Y.C. 36

To insure a place every week... and get reduced luncheon prices REGISTER NOW for the 1958-59 series of RTES TIMEBUYING & SELLING SEMINARS

Advance registration entitles you to attend 17 sessions – from November 18 - March 24. Cost: just $10, insuring opportunity to hear some of the biggest names in the industry discuss subjects like these:

An agency president looks at Tv / Radio; "Hypoed" Ratings; All-Media Buying's Pros and Cons; Local vs. National Rates; Videotape; Streamlined Rate Cards; many more vital subjects.

Just fill out the coupon and mail today to Claude Barrere, RTES, Hotel Biltmore, Madison Avenue, New York, N.Y.

PLEASE SEND ME _____ reservations to the 1958-59 Timebuying & Selling Seminars at $10 each.

NAME _____

ADDRESS _____

COMPANY _____

$ _____ Check enclosed

TIP of WEEK for SMART BUYERS

Two good stock market tips this week are Safeway Stores, around 33⅓ and Houd Industries around 19⅜, both on the big board. And you smart time buyers will be wise to check these top-rated Hooper and Pulse stations of the Rahall group, from New England to Florida.

WKAP
ALLENTOWN, PA.

Again #1 Hooper September, morning and afternoon. Check the afternoon show 4 to 6 p.m. with Dopey Duncan live and George Stahl at the organ.

WFEA
MANCHESTER, N.H.

Top Pulse, Manchester, Concord, Nashua markets. Try the afternoon show with Norm Bailey 4:30 to 5:45 p.m.

WTSP
ST. PETERSBURG-FLA.

5000 watts, top Pulse station in the St. Pete-Tampa markets. The only full time independent in the fast growing St. Petersburg-Tampa area.

WWNR
BECKLEY, W. VA.

As usual, #1 Hooper, morning, noon and night. Reach this rich market with Big Al Sahley 3:30 to 5:30 p.m. on the "Going Home Show".

WNAR
NORRISTOWN, PA.

Top Pulse in the rich Montgomery County market. Afternoon show 3 to 5 p.m. "Juke Box Jamboree" with Buddy Brode.

sold nationally thru
WEED & CO.
Joe Rahall, President
"Oggie" Davies, Gen. Manager

Set Sales, Production Behind Pace in 1957

Factory production and retail sales of radio and tv receivers are running below 1957 figures, according to Electronic Industries Assn.

Tv set production for nine months of 1958 totaled 3,572,189 units compared to 4,589,164 in the same 1957 period. The totals included 311,809 sets with uhf tuners compared to 585,905 a year ago.

September tv output totaled 621,734 sets (40,712 uhf) compared to 507,526 (38,166 uhf) in August and 832,631 (87,040 uhf) in September 1957.

Cumulative radio output for nine months of 1958 totaled 8,178,821 sets (2,383,551 auto sets) compared to 10,376,354 (3,839,345 auto) sets in the same 1957 period.

Radio set output in September totaled 1,567,135 sets (489,738 auto models) compared to 1,028,852 (242,915 auto) in August and 1,610,748 (446,419 auto) in September 1957.

Of September's radio output, 41,408 sets had fm-band tuning compared to 21,335 fm models made in August. During the first nine months of 1958 manufacturers made 176,061 fm sets (comparative data for 1957 not available).

Retail sales of tv and radio sets in September ran ahead of August but below 1957. EIA found that 605,638 tv sets were sold to consumers in September compared to 405,790 in August and 705,247 in September 1957. Cumulative tv set sales at retail totaled 3,468,090 sets in the first months of 1958 compared to 4,452,081 in the same 1957 months.

Consumers bought 792,596 radio sets in September compared to 658,247 in August and 893,336 in September 1957. Nine-month radio sales at retail totaled 4,903,676 in 1958 and 5,840,372 in 1957. Retail sales figures for radio do not include auto sets, most of which move directly to car manufacturers.

Following are tv and radio set manufacturing figures for September and the first nine months of 1958:

	Television	Auto Radio	Total Radio
Jan.	433,983	349,679	1,026,527
Feb.	370,413	268,445	876,891
March	416,903	234,911	931,341
April	302,559	190,435	697,307
May	266,982	185,616	654,803
June	377,090	235,433	774,424
July	274,999	186,379	621,541
Aug.	507,526	242,915	1,028,852
Sept.	621,734	489,738	1,567,135
TOTAL	3,572,189	2,383,551	8,178,821

Stereo-Capable Fm Transmitter Announced by RCA Station Dept.

A new 5 kw fm broadcast transmitter with built-in stereophonic capability was announced last week by E. C. Tracy, manager of RCA's station equipment marketing department. Known as RCA BTF-5B, the transmitter can be equipped with one or two compact multiplex sub-carrier generators to make the transmitter a multi-purpose unit, Mr. Tracy said.

With the addition of two sub-carrier generators, the new RCA transmitter can handle an fm station's main broadcast signal as well as two multiplex background music sources for piping to hospitals, industrial plants, restaurants, etc., Mr. Tracy said. The transmitter's exciter unit is RCA's BTE-10B type "employing direct fm modulator circuits which require no special tuning when being adapted for multiplex use. In the exciter unit, fm is accomplished directly by push-pull reactance tubes connected across the frequency determining circuit of the modulated oscillator."

MANUFACTURING SHORTS

Audio Devices Inc., N. Y., announces it will increase its area for magnetic tape production 20,000 feet, adjacent to its present Stamford, Conn., plant. According to William C. Speed, Audio president, it is second such addition within year, giving company approximately 100,000 square feet devoted solely to magnetic tape production.

RCA announces design of high-performance, all-transistorized frequency-modulation radio receiver for battery operation is now possible with RCA developmental "drift" transistors, according to Dr. Alan M. Glover, v.p. and general manager, RCA semiconductor and materials division. New types are designed for use as radio-frequency amplifier, mixer oscillator and intermediate-frequency amplifier.

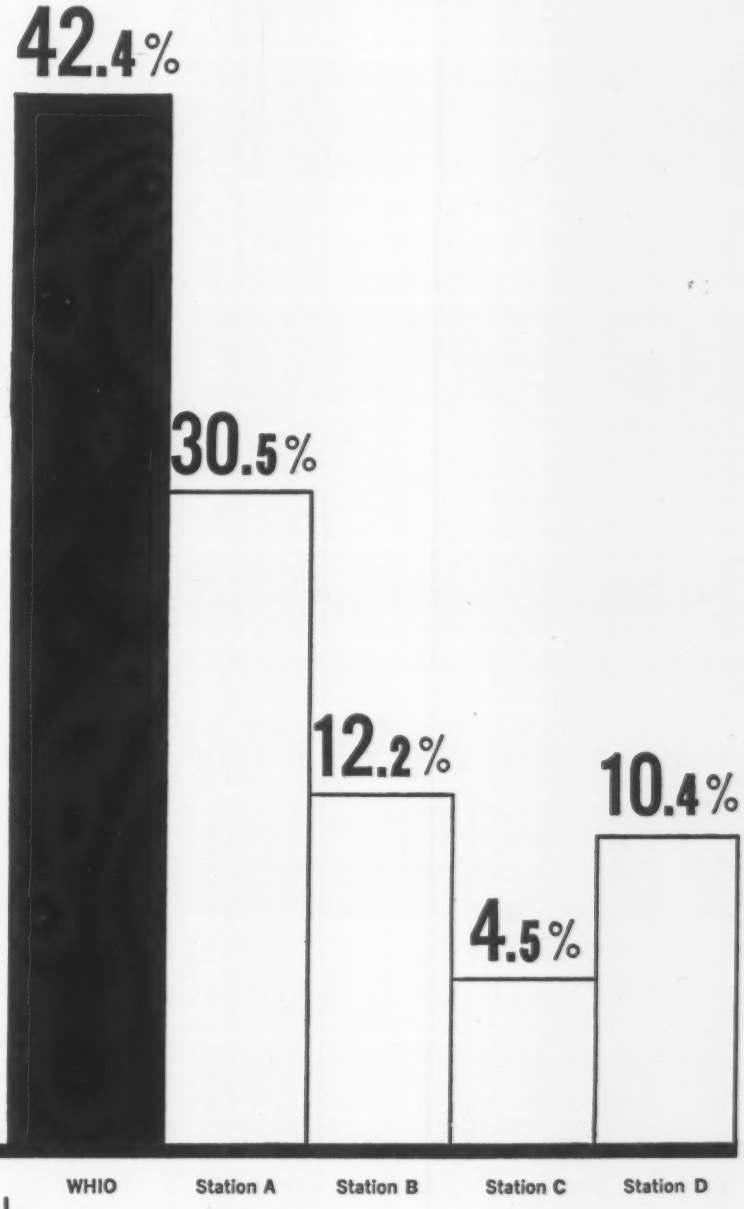
International Radio & Electronics Corp., Elkhart, Ind., reports marketing Gold Crown Prince stereo which records and plays half-track monaural and plays stereo to two cathode follower outputs. Stereo has magnetic brakes, playoff and take up; it has three motors and three speeds with 10½" reels with regular transport. Price: $475. For further information write International Radio & Electronics Corp., Box 261, S. 17th St. & Mishawaka Rd., Elkhart, Ind.

Visual Electronics Corp., N. Y., announces it installed its Orth Saver at 16 television stations during September. Orth Saver is unit to attach to tv camera to extend life of Image Orthicon pickup tube.

RCA Semiconductor Products Div., Harrison, N. J., has published 48-page booklet, "Transistor Fundamentals and Applications," which is available through RCA tube and semiconductor distributors.

Your Commercial Sells the Best
Where Hearing is Believing...

WHIO gets the listener award for reliable news reporting!



AUTHENTICATION:

Special Pulse Survey in April, 1958 based on personal interviews with 1058 families:

QUESTION ASKED: If you heard different versions of the same news story or sports event on different stations, which station would you be more likely to believe?

For market data, availabilities, and all information, call George P. Hollingbery

AM WHIO FM

DAYTON, OHIO

Basic CBS

Nationally represented by George P. Hollingbery

CBS-TV WINS CORONATION RACE

CBS-TV beat out NBC-TV in the transatlantic race to be first with coverage of the Pope's coronation in Rome last Tuesday (Nov. 4)—by a matter of the 15 miles between Idlewild airport and Manhattan. Each network's kines came in from London on the same BOAC Jet-liner but CBS-TV broadcast direct from the airport (at 6:03 p.m.) while NBC-TV motored its films downtown for the Huntley-Brinkley newcast at 6:45. CBS-TV set up its Telecine Studio at Idlewild's Gate 7 and whipped the film onto the scanner right from the plane's gangway.

NBC-TV did claim the distinction of having the first soundfilm on the air—CBS-TV's kines were silent, with voice provided by a commentator at Idlewild.

POPE JOHN XXIII *on CBS-TV videotape*

Of wider significance than the kine race was the other innovation CBS-TV introduced into its coronation coverage—videotape. In cooperation with Granada Tv in England, the network was able to convert the Rome (RAI) signal to the U. S. standard. This is how it worked:

RAI broadcast the ceremonies live to the Eurovision network (using a 625-line system). Granada tv picked up the signal in Dover, England, and converted it to 405 lines (the British standard) for relay to Manchester. There it was converted to 525 lines (American) using a system developed by Granada's chief engineer, Reg Hammans. At that point CBS-TV producer - director Don Hewitt and newsman Winston Burdette took over.

Those two had spent four days in Rome going over details of the ceremony with Vatican officials and deciding which portions they wanted to use for a one-hour program. As they monitored the Eurovision broadcast, they recorded the predetermined segments on videotape, with Mr. Burdette, through a live camera there, bridging the gaps. Mr. Hewitt had two chartered planes standing by, one to take shorter videotape segments of the opening ceremonies to London for shipment to the states aboard the BOAC Comet jet (along with the kinescopes handled in London by Charles Collingwood), the other to take him and the longer videotape show to Paris to board a Pan American Boeing 707 jet for New York.

One of the shorter videotape segments went on the network at 7:26 p.m. Tuesday during the Doug Edwards newscast, the other at 12:21-12:26 a.m. the next morning during election coverage. The hour show went on the network at 2 a.m., with a repeat at 10 a.m.

NBC-TV brought in a second shipment of kines from the Eurovision link at 12:10 a.m. Wednesday, edited 3 hours and 10 minutes worth into a half-hour package and put it on the network at 1 a.m.

ABC-TV declined to run in the race. It confined its coverage to a half-hour brought over by conventional methods and broadcast at 5 p.m. Wednesday.

New Producers for Garry Moore

Bob Banner Assoc., New York, will produce CBS-TV's *The Garry Moore Show* (Tues. 10-11 p.m. EST), in association with Red Wing Productions and the network effective with tomorrow's show (Nov. 11), according to Hubbell Robinson Jr., CBS-TV executive vice president in charge of network programs. At the same time Mr. Robinson announced that due to basic disagreements on the creative approach and production policy, Ralph Levy has resigned as producer of the program.

Stereo Termed Listener Stimulant

The novelty of stereophonic telecasts has boosted audience interest for ABC-TV's *Plymouth Show Starring Lawrence Welk*, according to a Trendex survey conducted for ABC-TV. Sampling a total of 400 viewers of the show in eight markets, ABC-TV said it found a "trend in the making." For example, 46.3% said they tuned to Welk because of their stereo interests; 85.1% noted stereo improved their enjoyment of the show (56.7% of this response group saying stereo "contributed a great deal," 28.4% noting they enjoyed it "more than before"). Nearly two out of three (61.3%) said they'd again tune to Welk using stereo set-ups and of the 66.8% who were "aware" of the 3-D sound, 60.8% said they already "had taken advantage of it."

KBS Adds Nine Affiliates

Keystone Broadcasting System has added nine affiliates raising its total to 1,047, according to Blanche Stein, director of station relations. New affiliates are KTCS Fort Smith, Ark.; KAHI Auburn and KXO El Centro, Calif.; WGSR Millen, Ga.; WOWE Allegan, Mich.; WONA Winona, Miss.; KDSX Sherman (Denison), Texas; WWIS Black River Falls and WJMC Rice Lake, Wis.

Affiliate Officers Stay On

The board of directors of the CBS Radio Affiliates Assn. unanimously re-elected its entire slate of officers for 1958-59 during an election at the association's convention [NETWORKS, Nov. 3]. Charles C. Caley, WMBD Peoria, returns as chairman.

Other officers re-elected were John S. Hayes, WTOP Washington, vice chairman; Worth Kramer, WJR Detroit, and Lee B. Wailes, Storer Bcstg. Co., Miami Beach, directors-at-large.

Other members of the board of directors of the association are: Joseph K. Close, WKNE Keene, N. H., District 1; George M. Perkins, WROW Albany, District 2; Harold P. Danforth, WDBO Orlando, Fla., District 4; Hoyt B. Wooten, WREC Memphis, District 5; Joseph M. Higgins, WTHI Terre Haute, District 6; Frank Fogarty, WOW Omaha, District 7; J. C. Kellam, KTBC Austin, Tex., District 8, and Westerman Whillock, KNOI Boise, District 9. Mr. Hayes represents District 3.

Listeners Reassured On CBS' New PCP Plan

CBS Radio moved last week to clarify what its new Program Consolidation Plan [LEAD STORY, Nov. 3] will mean to listeners.

In a statement issued "in response to many telephone and written inquiries to CBS Radio and its affiliates," President Arthur Hull Hayes said he was "happy to reassure our listeners that they will continue to hear the same informative and entertaining programs."

Mr. Hayes reviewed and expanded on some of the programming as disclosed when PCP was announced: *Unit One*, in which "we are currently broadcasting a once-a-month outstanding actuality documentary program titled *The Hidden Revolution* which reviews some of the basic issues facing mankind;" Metropolitan Opera on Saturdays starting Nov. 29: *Capitol Cloakroom, Face the Nation, World News Roundup, Church of the Air, Salt Lake Tabernacle Choir* and other public affairs and similar programs; Arthur Godfrey, Art Linkletter, Ed Murrow, Lowell Thomas, Eric Severeid, Pat Buttram, Mitch Miller, Phil Rizzuto, Walter Cronkite, Robert Trout, and others; such daytime dramas as *Romance of Helen Trent, Second Mrs. Burton, Young Dr. Malone*, and *Ma Perkins*, and "new dramatic attractions" now being planned for integration "in our revitalized program schedule."

Mr. Hayes said that "the inquiries which have prompted these comments are immensely gratifying," that "they give proof that the national audience continues to regard radio as an indispensable part of their lives" and that "this underlines for us, as broadcasters, the responsibility of which we have never lost sight." CBS Radio, he said, "will continue to respect that enormous responsibility."

Under the new plan, endorsed by the affiliates at their convention, the network will furnish affiliates some 8½ hours of news programs per week that they can sell without payment of co-op fees to the network. In return, the stations will carry, without compensation, some 30 hours of weekly programming which the network will offer for sale. It has been estimated that CBS Radio's total program service will be cut from the current figure of approximately 90 hours a week to about 50 a week. The new plan is scheduled to go into effect Jan. 1

NET Plans to be Discussed In ETRC-Affiliates Meetings

Committees from the 32 member stations of the Educational Television & Radio Center, Ann Arbor, Mich., will meet periodically with the Center to plan development of the National Educational Television network.

Members of the committees to discuss fund raising, promotion and programming with the ETRC staff are William G. Harley, WHA-TV Madison, Wis., chairman; Henry Chadeayne, KETC (TV) St. Louis, vice chairman; Hartford N. Gunn Jr., WGBH-TV Boston; James Robertson, WTTW (TV) Chicago; Loren Stone, KCTS (TV) Seattle; James Day, KQED (TV) San Francisco; John Ziegler, WQED (TV) Pittsburgh; Keith Nighbert, WKNO-TV Memphis, and Duff Browne, WYES (TV) New Orleans.

Foreign Group Winds Up Tour With Boston Evaluation Session

Fifteen communications experts from nine countries who have been touring the U.S. on a four-month International Seminar on Radio & Tv, are at Boston U.'s School of Public Relations & Communications for a series of meetings to evaluate their trip.

The group, sponsored by International Educational Exchange Service of the U.S. Dept. of State and the World Peace Foundation, has observed network operations in New York, visited commercial and educational radio-tv studios and toured the Voice of America facilities in Washington.

The evaluation seminar, highlighted today (Nov. 10) by a luncheon attended by members of Boston's Committee for Foreign Relations and the university's School of Public Relations & Communications, is last on the foreign experts' agenda in the U. S.

WEDU (TV) Starts Operations

Educational-noncommercial ch. 3 WEDU (TV) Tampa, Fla., commenced a seven-hour-a-day, Monday-Friday schedule Oct. 27. The new station, underwritten by the school boards of seven neighboring counties, telecasts four in-school programs daily, with classes for home viewers in the evening. WEDU carries NBC ETV shows on Tuesday and Wednesday while filmed programs from the National Educational Television network also are being scheduled. A second WEDU studio at St. Petersburg Junior College is to start operations in January.

KQED (TV) Starts New Schedule

A 14-hour-a-week project started on educational-noncommercial KQED (TV) San Francisco last week that covers about 140,000 students, 4,500 teachers and 42 public school districts. Most of the station's expenses are met with $55,000 raised from the school districts and local institutions plus a $25,000 grant from the Ford Foundation's Fund for Advancement of Education.

Courses range from art lessons for third through sixth graders, to physics for seniors. The live programs include conversational Spanish and social studies.

the gal women listen to...

and talk to ...in the Twin Cities!

Mary Jo Tierney

"FOR WOMEN ONLY"

10 to 11 A. M. Daily

Lively Mary Jo Tierney keeps "For Women Only" bubbling from phone calls to persuasive, conversational sales talks. When she recommends a product, it's a friend speaking—and women listen—and buy.

Available in minutes and quarter hour segments.

new as tomorrow

MINNEAPOLIS ST. PAUL WTCN RADIO

Represented nationally by the Katz Agency. Affiliate, American Broadcasting Network.

All Ready to Go: National Tv Week

Observance of National Television Week, Nov. 16-22, will open Sunday with broadcasters and national public service organizations joining in a weeklong campaign to acquaint the nation with tv's contribution to the general welfare.

American National Red Cross, National Safety Council, Kiwanis International and American Automobile Assn., are among organizations cooperating with NAB and Television Bureau of Advertising. Electronic Industries Assn. is supporting the observance.

Tv stations will use kits of promotional material supplied by NAB, and networks have announced they are joining the campaign.

Postmaster General Arthur E. Summerfield last week issued a statement saluting "another of the world's great disseminators of understanding and knowledge among peoples" and recognizing "how much the great American television industry, too, is contributing to the development of our national welfare."

In a keynote message, NAB President Harold E. Fellows said:

"This year, National Television Week offers us a special opportunity to use our own medium to tell the story of television. During the week, NAB tv members will show the first two of a series of filmed spots in a concerted effort to make everyone more aware of television's impact. The theme is, 'Nothing Brings It Home Like Television'.

"With more than 550 television stations on the air, serving 84% of all homes in the United States, television is a major source of information and entertainment throughout America. Television is making a vital contribution to our communities and our nation. This is a story of impact, and nothing can tell it like television itself. Used effectively and extensively, the new filmed spots for NAB members can bring home the story."

Topping the local campaigns is a united effort to be staged by Chicago's tv stations, Academy of Television Arts & Sciences, Broadcast Advertising Club and Chicago Unlimited. Only tv facilities will be used to tell tv's story to the public, with no reliance on print media.

Chicago stations plan a heavy saturation spot announcement campaign before and during National Television Week and will make air personalities available for luncheon groups. A downtown motorcade is scheduled Nov. 19. Among civic groups joining the campaign are Kiwanis, Junior Chamber of Commerce and Chicago Board of Education. James G. Hanlon, WGN-AM-TV, is chairman of the joint local committee.

A new TvB campaign based on animated sound-on-film 10- and 20-second spots is going out to tv stations this week. The films were prepared by Wexton Co. Norman (Pete) Cash, president of TvB, said the campaign is designed to impress tv's selling power on "the less sophisticated advertiser who is relatively unfamiliar with television at a time when he is most receptive—watching his own tv set."

DAVE MOORE
NEWS · CH. 4
10 PM
WATCH THE DAVE MOORE NEWS · WEATHER · SPORTS
10 O'CLOCK EVERY NIGHT · CHANNEL 4
THE BEST TE VISION · CBS AND CHANNEL 4

WCCO-TV MINNEAPOLIS has added a downtown eyeopener since its purchase of Radio City Theatre, 4,200-seater and largest in the Northwest. Dave Moore, newscaster, stands in front of the new promotional display on the theatre's marquee. WCCO-AM-TV took possession of the quarter-block property adjoining the station's present plant last Oct. 16 [CHANGING HANDS, Oct. 27]. The purchase price of the valuable downtown property was not announced. F. Van Konynenburg, executive vice president, said part of the main lobby will be converted into radio facilities and tv storage, under tentative plans, with the rest of the structure to be demolished for a parking lot.

DATELINES

Newsworthy News Coverage by Radio and Tv

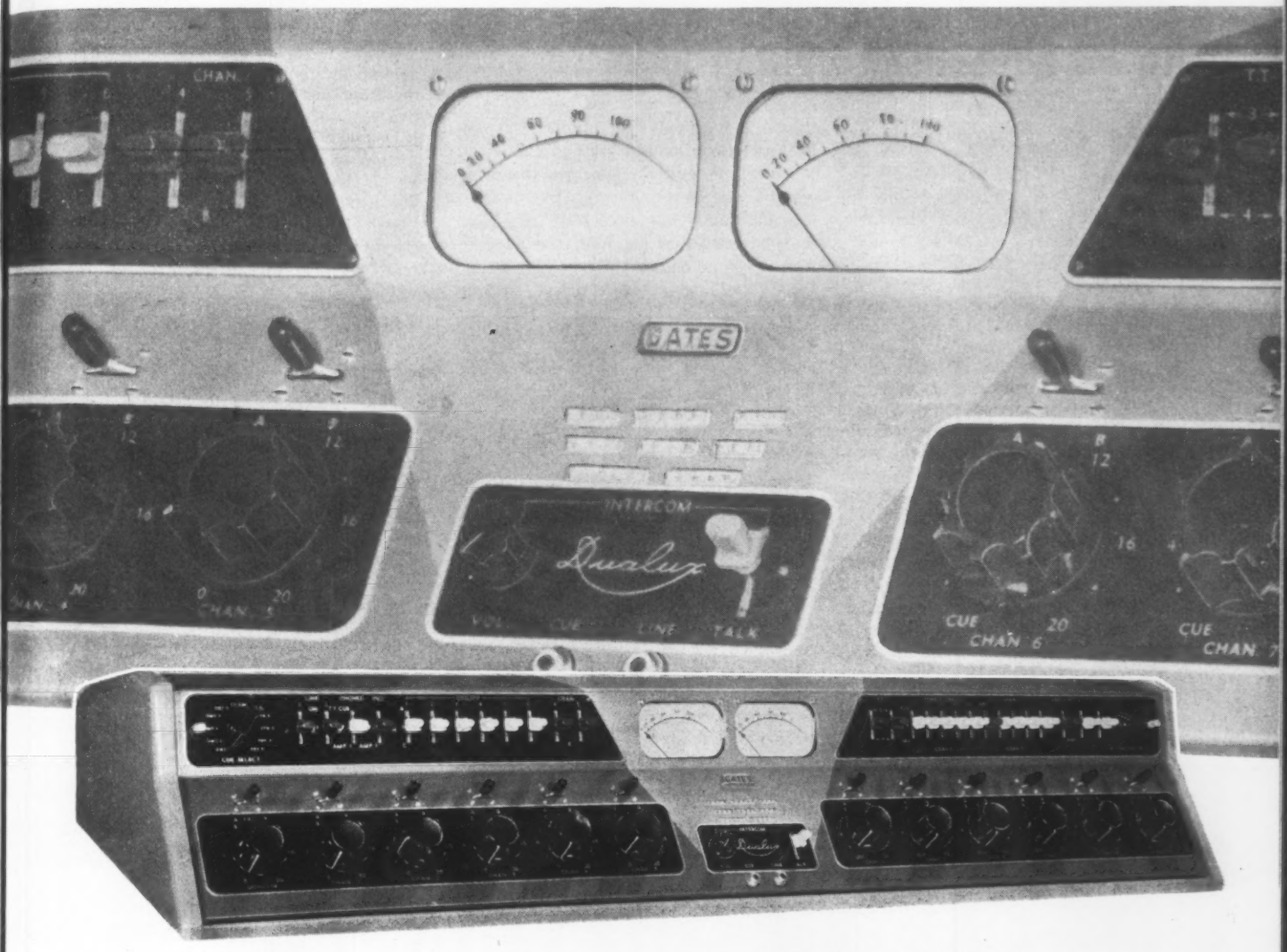
De ANZA DESERT—The skull of one of the three women whom Harvey Glatman, a Los Angeles tv repairman, confessed to murdering, was found by KFSD-TV San Diego newsman Tony Kent. Mr. Kent went with police when the confessed killer led them to the site in the De Anza Desert (San Diego County) that Mr. Glatman said he left his victims. The skull, without which positive identification would have been impossible, apparently had been dragged some distance by coyotes. The coverage by Mr. Kent was shown on KFSD-TV then sent to NBC-TV Hollywood for network broadcast.

MOUNDSVILLE—An exclusive filmed interview with convicted murderer Elmer David Bruner was to be aired yesterday (Nov. 9) in the WHTN-TV Huntington, W. Va. *Perspective* (Sun., 1:30 p.m.) series. As no date has been set for the condemned man's execution, Bill McGowan, Charleston news editor for WHTN-TV, was able to arrange the interview with Moundsville (W. Va.) State Penitentiary Warden Donovan Adams. Mr. Bruner was convicted on a charge of killing Ruby Miller of Huntington with a hammer.

SPRINGHILL—Phil Galligan, WBZ-TV Boston film producer, flew up to cover the Springhill, N. S., mine disaster Oct. 29. After a 250-mile automobile drive (his plane was unable to land nearer Springhill because of weather conditions) he arrived in time to photograph the first survivor being taken from the mine. Mr. Galligan's film, including an interview with survivors in hospital, arrived at WBZ-TV soon after 7 p.m., was aired at 11 that night.

THE NATION'S MOST SUCCESSFUL REGIONAL NETWORK
IMN-PACT
WITH THE
INTER MOUNTAIN NETWORK
Intermountain Network Affiliate
KVNU
Logan, Utah
1,000 watts at 610
THE POWERFUL VOICE OF THE RICH CACHE VALLEY
HEADQUARTERS: SALT LAKE CITY · DENVER · CONTACT YOUR AVERY-KNODEL MAN

Style and Performance Leader in Speech Input Systems



Gates Dual Channel **DUALUX**

Pause just a moment and think of every exclusive feature you would like to see in a speech input system. Now, compare this idea of a "perfect" audio system with the Gates Dualux. You will quickly note that the Dualux not only incorporates every feature you could demand, but also many additional functional and manufacturing extras.

Inbuilt intercom, a Gates innovation in speech input equipment, permits two-way conversation to studio and remotes and listening on every major circuit. First again is the inbuilt variable high-pass filter for instant program correction when the unlooked for happens. Dualux consoles are supplied with the new Gates 10 watt ultra-linear monitoring amplifier. And Gates *solid process* printed wiring, fabricated entirely in the Gates factory provides the cleanest, easiest to service speech input system ever built. One Western broadcast station writes, "*. . . I cannot think of any other console that was designed with the maintenance problem in mind. It is a pleasure to service this console.*"

Yes, it's a grand feeling to know you own *the very best*. So why don't you place your order today? Dualux consoles are in stock for immediate delivery.

OUTSTANDING FEATURES

- Complete inbuilt cue-intercom with front panel listen and talk-back.
- Three position high-pass filter for quick program correction.
- Cue selector to all major circuits for direct channel speaker audibility.
- 5 preamplifier mixing channels wired for 7 microphones. Up to 22 microphones if all utility keys used.
- Cue-Attenuators, 4 mixing channels used for net, turntables, tapes and remotes.
- 4 turntables, 4 tapes, 5 remotes plus net input to 4 mixing channels.
- 8 utility keys for expansion.
- PBX key control of all channels for greatest flexibility.
- Dual operation ALL the way.

UP SALES UPSADEC IN DECEMBER

Buy now and save during Operation UPSADEC, November 10 - December 31. During Operation UPSADEC, Gates offers 6 value packed bonus plans featuring the Dualux speech input system. This is your opportunity to save . . . your chance to modernize your station at a savings possible only during Operation UPSADEC. Send for complete details today.

Write: Dept. 6400, Gates Radio Company, Quincy, Illinois

GATES

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY

QUINCY, ILLINOIS

Subsidiary of Harris-Intertype Corporation

A $2-million-a-year radio show with an advertiser waiting line

One morning last week, at the black hour of 6:20 o'clock, listeners to WCBS New York's *Jack Sterling Show* received an apology. Mr. Sterling was about to put two commercials back to back—or nearly so, separating them by a few bars of music and the apology.

"Business is very, very good," he explained, but he added hopefully that it might get worse in a few weeks when the new car introductory campaigns have been wrapped up.

The probability is that Mr. Sterling's hopes will not be realized. His program, which observed its 10th anniversary Nov. 1, is sold out. Currently 38 advertisers are in the program and six others are in the waiting line, using other WCBS time with the understanding that they will move into the early-morning show as openings occur.

The Sterling show runs three hours a day, six days a week (five days live, Saturdays on tape). Averaging 38 commercials each day, it represents a gross of more than $2 million a year to WCBS.

This is a long shout from the situation that existed shortly after Mr. Sterling quit as program director of CBS-owned WBBM Chicago to take over the WCBS morning show from Arthur Godfrey. From the redhead Mr. Sterling inherited some 20 advertisers. In six months the number was down to three as one sponsor after another elected to sit it out and see whether this was a worthy successor to the Godfrey brand of salesmanship.

Apparently they became convinced that it was; by the end of the first year business started picking up and hasn't slackened since. Indeed, since Mr. Sterling succeeded Mr. Godfrey the program has twice been lengthened—in all, almost doubled—to accommodate more advertisers. At the outset the program ran from 6 to 7:45 a.m. About five years ago the starting time was moved back to 5:30 a.m. and two years ago a new section was added from 8:15 to 9 a.m., following local and network newscasts from 7:45 to 8:15.

Although there was a sharp drop-off in the number of advertisers when Mr. Sterling first took over the program, he meanwhile developed the loyalty of several. Eastern

JACK STERLING, versatile star of the WCBS morning show, plays drums occasionally with the "Sterling Quintet," a live-music group that performs five days a week on the program. The quintet, augmented here by Mr. Sterling at the drums, consists of (l to r) Mary Osborne, Andy Fitz, Tony Aless, Buddy Jones and Tyree Glenn.

STATION PROFIT & LOSS

► Bartell Broadcasters Inc., which owns radio stations in six large markets, had a net worth of $500,981 as of Aug. 31, including $268,486 surplus and $109,595 unrealized profit on sale of assets, according to a balance sheet filed with Bartell's application for sale of WILD Boston (see CHANGING HANDS, page 84).

Bartell's total assets were listed as $1,299,789, including $593,196 current, $488,037 fixed and $218,565 other. Liabilities included $130,539 current and $798,818 deferred (notes and interest). Bartell stations are WILD Boston, WOKY Milwaukee, WAKE Atlanta, KCBQ San Diego, WYDE Birmingham, Ala., and KYA San Francisco.

► WISC-AM-FM-TV Madison, Wis., had an earned surplus of $292,205 as of June 30, according to the company's application for license renewal. The firm reported total assets of $910,268. Liabilities included $317,654 in notes payable and $92,770 for mortgage payable.

► An accumulated deficit of $228,162 as of July 31 was revealed by WTVH (TV) Peoria, Ill., in its application for license renewal.

The company had total assets of $321,511, including $50,899 current, $260,066 fixed and $10,071 intangible. Liabilities included $253,384 current and $247,239 in notes and interest payable to stockholders.

► WHBF-AM-FM-TV Rock Island, Ill., showed a surplus of $1,248,155 as of June 30, according to the company's application for license renewal.

Total assets were $1,502,826, including $430,075 current, $536,791 in land, buildings and equipment and $508,349 in other assets. Current liabilities were $194,670.

► Prairie Television Co., licensee of WTVP (TV) Decatur, Ill., showed a deficit of $465,550 as of Aug. 31, 1958, in a balance sheet submitted with its application for license renewal. The balance sheet showed assets of $372,322, including total prepayments of $17,721 (current assets, inventory, unexpired insurance and prepaid expenses.). Total liabilities were $454,321, including a long term note for $151,852 and debenture bonds amounting to $200,000. The excess of accumulated losses over capital investment was listed at $265,550. WTVP also listed the following annual net losses after depreciation: 1953, $128,211; 1954, $129,379; 1955, $62,745; 1956, $35,686; 1957, $52,989. For the first six months of 1958, losses were listed as $56,529. WTVP is on ch. 17, with ABC affiliation.

► A loss of $58,053 for the six months ending June 30 was listed by WFRV-TV Green Bay, Wis., in its application for license renewal.

The station had total assets of $281,984, including $40,150 current and $234,596 fixed. Liabilities included $91,842 current and $188,955 in long term indebtedness.

► WGN-AM-TV Chicago had a surplus of $317,158 as of July 31, according to information filed with applications for license renewal.

Total assets were listed at $8,053,557, including $1,400,044 current, $1,045,717 investments and $5,592,796 in deferred charges for items such as prepaid insurance and films.

Total current liabilities were $7,661,399, including $2,555,979 in accounts payable to the Tribune Co. *(Chicago Tribune)*, parent corporation. The Tribune Co. owns WPIX (TV) New York under a separate corporation.

► Metropolitan Broadcasting Corp. showed a profit of $275,471 for the seven months ending July 26, 1958, to reduce its $1,323,715 deficit on Dec. 28, 1957, to $1,048,244, according to a balance sheet filed with the company's application for license for WNEW-FM New York.

The information showed current assets of $5,037,463, of which $2,495,264 was in film contract rights. Total assets were $12,988,218 also including $199,525 in investments, $5,218,904 fixed and $2,532,325 in contracts.

Liabilities included $3,780,998 current, $129,598 deferred income and $2,859,770 long term debt. Capital stock outstanding ($1 par) was listed at $1,541,137 and additional paid-in capital $5,724,958.

Metropolitan is licensee of WNEW-AM-FM-TV New York, WTTG (TV) Washington and WHK Cleveland.

Air Lines, for example, has been in the show six days a week for all 10 years. Franklin Savings Bank has been on for almost 10 years, also across the board, and Esso Standard Oil has been in the program with *Esso Reporter* for seven years.

Bradley A. Walker of Fletcher D. Richards Inc., agency for Eastern Air Lines, has this to say:

"For the past 10 years Jack has been the 'voice' of Eastern Air Lines to millions of faithful listeners. By every test, he has been one of Eastern's most eloquent and effective spokesmen, and his friendly cooperation has made working with him a real pleasure . . ."

From John H. Roach, vice president and secretary of Franklin Savings Bank, comes this tribute:

"We liked Jack when we signed him on our team back in January 1949, and after 10 years of slugging for the Franklin Savings Bank he is still in there hitting every pitch—and bringing new customers to us every day."

Franklin Savings sponsors an unbanklike gimmick which is one of several standard features on the show—it gives away money. This is the "Yuck for a Buck" department which at 7:13 each morning recites the day's best audience-submitted joke and dispatches two "Franklin half-dollars" to the sender.

Other standards include farm news at 5:45, fishing news at 6:15 three times a week in season, a bit called "It Happened this Day —I Think" at 6:35 and one of several character parts at 7:39. "It Happened this Day —I Think" is a takeoff on the origin of certain well-known events or catch-lines—an exercise in punmanship that usually is better heard than described. There is also the "Sterling Quintet," one of the rare groups of live musicians employed nowadays in early-morning radio (see photo).

WCBS attributes much of the show's success to Mr. Sterling's close and continuing contact with his clients and their products. Hardly a week passes when he does not visit plants and distribution agencies, as well as local outlets, to check on the products he sells and promote them on the scene.

Mr. Sterling's own career in show business extends back almost to the year he was born, 1915. His parents were vaudeville and stock company performers, moving from city to city, and he got his first on-stage laugh at the age of two when he wandered, in diapers and uninvited, before the footlights during his father's act.

He had his own vaudeville act at the age of seven, doing blackface numbers, singing, telling jokes and tap dancing. At 15 he was a leading player in the John D. Winninger stock company. Later he played a Chicago night club and left that to join the Federal Theatre in Peoria, Ill., where he settled down in 1939 with WMBD as an announcer and producer. A year later he moved to WTAD Quincy, Ill., as program manager, and from there went to CBS-owned KMOX St. Louis. He was transferred in 1947 to WBBM Chicago.

When his network schedule forced Mr. Godfrey to drop his WCBS stint, the station sent out a call for help—including a call for an audition record from Mr. Sterling. Legend has it that he cut the record only after getting assurances that WCBS would pay for it. He was picked for the job; his name, which until then had been Jack Sexton, was changed to Jack Sterling, and *Jack Sterling Program* was on.

The show is produced and directed by Ken Regan, and written by Walter Latzko, Art Whitney and Bill Vance. Mr. Vance helped Mr. Sterling write a book, *So Early in the Morning*, which was published by Thomas Y. Crowell Co. last week as part of the program's 10th birthday promotion.

Dec. 1 Set for WWOR-TV Return

WWOR-TV Worcester, Mass., has set a target date of Dec. 1 for its return to the air under new management. The ch. 14 facility was initially on the air in 1953 and went dark in 1955. WWOR-TV's transfer through a stock transaction from Salisbury Broadcasting Corp. to Springfield Television Broadcasting Corp. was approved by the FCC Oct. 15 [FOR THE RECORD, Oct. 20]. Springfield Tv, headed by William L. Putnam, also operates WWLP (TV) Springfield and WRLP (TV) Greenfield, both Massachusetts uhf's. Mr. Putnam plans to operate WWOR-TV (ch. 14) as a satellite of WWLP during its early stages.

"LIVE" FROM COLUMBUS

Marty DeVictor

Enthusiastic sportscasting for the past 14 years has put and kept Marty De Victor's 6:15 - 6:30 p.m. show in the top 10. His accurate reporting and his thorough sports knowledge make Central Ohioans and sponsors loyal fans.

AM • FM • CBS

wbns radio

COLUMBUS, OHIO • Ask JOHN BLAIR

In Denver, IMPACT in programming and commercial presentation assures KOSI advertisers a "cosy lead" in Denver sales.

Every day more and more families are tuning to KOSI for music, news, and features with universal appeal. Talk to your Petry Man about the most dynamic selling force in Denver—radio station KOSI!

KOSI 5000 Watts Denver is KOSI—land!

Give a "whistle" for your Petry Man

WGVM—Greenville, Miss.
KOBY in San Francisco

Mid-America Broadcasting Co.

THE BIG "T" IN

WESTERN MONTANA

KMSO-CH. 13
Television

CBS—NBC—ABC

•

Tremendous coverage
Terrific results

•

ASK GILL-PERNA

KMSO—MISSOULA

TIME INC. radio-tv stations held board meetings and general management sessions Oct. 24-27 at Sterling Forest, Tuxedo, N.Y. Among those present (seated l to r): Willard Schroeder, president-general manager, WOOD-AM-TV Grand Rapids, Mich.; Roy E. Larsen and Charles L. Stillman, president and executive vice president-treasurer of Time Inc., respectively.

(Standing l to r): Phil R. Hoffman, vice president-general manager, WTCN-AM-TV Minneapolis; G. Bennett Larson, president-general manager, KDYL-KTVT (TV) Salt Lake City; Arnold W. Carlson and Weston C. Pullen Jr., planning and broadcasting vice presidents, respectively of Time Inc.; Eldon Campbell, vice president-general manager, WFBM-AM-TV Indianapolis; John F. Harvey, comptroller, Time Inc.; Hugh B. Terry, president-general manager, KLZ-AM-TV Denver.

Lehigh Valley Stations Meet For Promotion, Ad Exchange

The first of a series of monthly meetings by six Lehigh Valley, Pa., radio stations, designed to develop promotions and set local standards in retail advertising, was held last month at Hess Bros. (department store), Allentown, Pa.

The meetings, presided over by Charles R. Petrie, national sales manager, WSAN Allentown, Pa., will be attended by WHOL and WAEB both Allentown; WGPA Bethlehem; WEST and WEEX, both Easton. Hess Bros. placed an order with each station for 150 spots, transcribed by Phil Silvers, Eva Gabor, Hal March and others, in connection with its founders' sale. This month's meeting is slated to be held in Bethlehem.

WABC Joins Community Clubs

WABC New York, ABC-owned station, has been exclusively franchised by Community Clubs Services Inc. for the 17-county metropolitan area promoting the Community Clubs Awards plan. WABC has set aside $40,000 which it will award as prize money to non-profit charitable, religious, educational and civic organizations whose members collect and turn in the most sales slips or other proofs of product purchase (boxtops, labels, etc.) advertised on the station each week for 17 weeks. There are 25,000 area organizations eligible to participate, WABC estimates. With addition of WABC to CCS-franchised radio-tv stations, the total has reached 170 in 39 of the states and also in the Territory of Hawaii.

STATION SHORTS

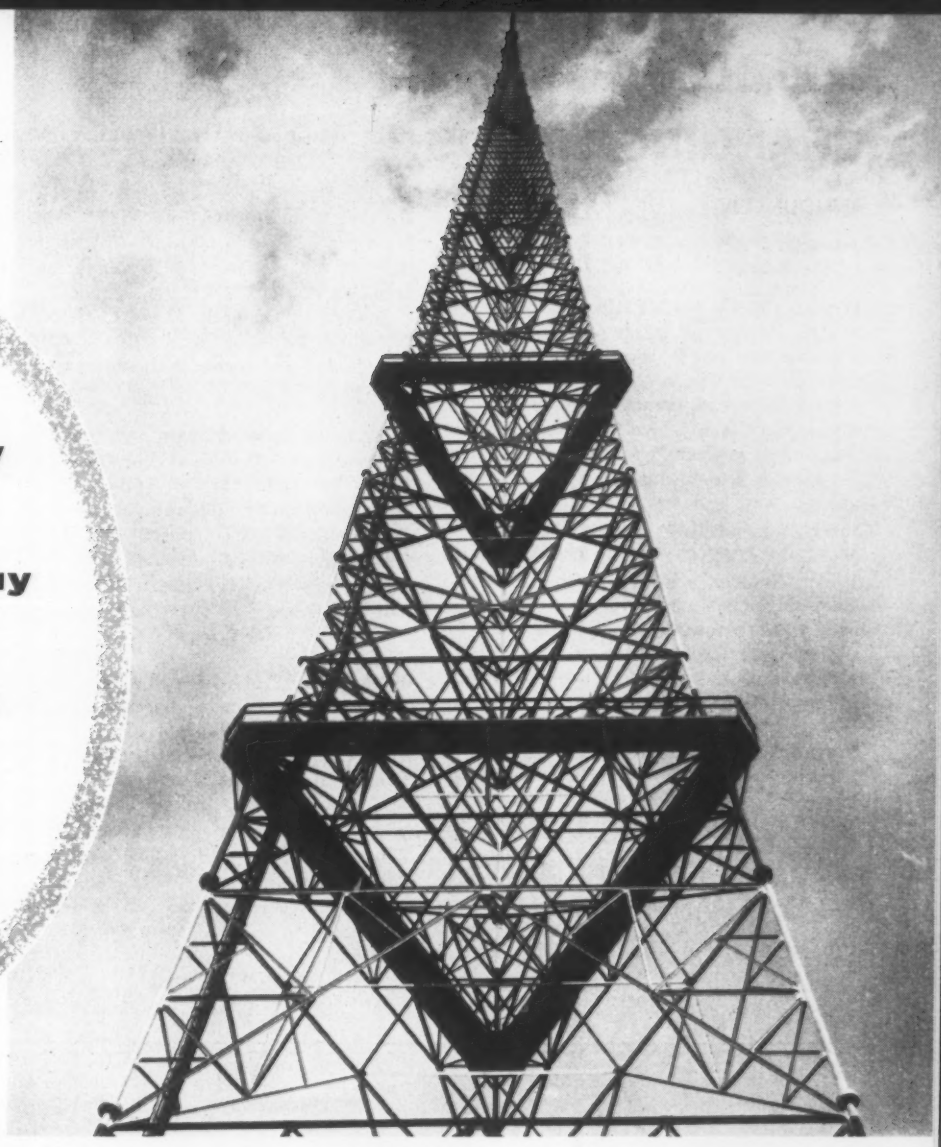
Radio Advertising Bureau announces 38 new members were added to its membership roster in 60-day period ended Sept. 30, bringing station membership to over 900, according to bureau President Kevin B. Sweeney. Of new members, nine were from California, seven from Texas.

KCAL Redlands, Calif., announces September was biggest sales month in station's history with more than 20 new accounts added.

KCBS San Francisco announces its best week of 1958 ending Sept. 28 with "new business and renewals totaling more than $26,000."

KTLA (TV) Los Angeles reports "record business" totaling over $325,000 during last two weeks of September.

839′ self-supporting tower for WBNS-TV, Columbus, Ohio, supports RCA TF 12 AH antenna. Two outside platforms give easy access to microwave equipment.



Reasons why "It's good business to buy from an experienced tower company"

Look as long and as hard as you will at this tower—or the hundreds of others by Dresser-Ideco, serving broadcasting stations all over the country—and you just won't be able to see that really unique "something" that makes every Dresser-Ideco tower different from towers of any other make.

But there are many very real differences which add up to a safer tower, with lower maintenance costs than you'll find in other towers on the market.

For example:

Dresser-Ideco uses *structural rib bolts* for connections throughout each tower. These bolts are specially designed to stay tight as the tower moves and vibrates in the wind. They won't work loose as other types of bolts tend to do, won't allow the tower and antenna to slip out of alignment.

Dresser-Ideco engineers *plan the layout* for the installation of broadcast equipment and supply detailed equipment installation drawings to the erection contractor. Long-experienced Dresser-Ideco tower engineers know this step in the erection process should not be left to extemporaneous "fitting up" on the job.

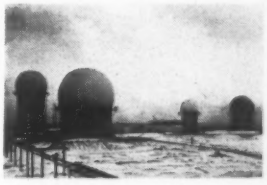
Complete final inspection is given every Dresser-Ideco tower by a field engineer, who makes certain that erection and equipment installation is carried out in accordance with the designer's specifications. Here again, experienced Dresser-Ideco tower builders know this final step is necessary to insure that you get a completely safe and satisfactory tower.

Just 3 examples . . . 3 details among many . . . that serve to illustrate the careful planning and attention to detail that goes into every Dresser-Ideco tower and that serve to illustrate why we think you'll agree "it's good business to buy from an *experienced* tower company."

So when your new tower is in the offing . . . look to experience you can believe in and results you can see. Better than 50% of *all* TV towers over 1,000 feet tall are towers by Dresser-Ideco . . . *twice as many* as the second tower company's total . . . *more* than all the rest of the tower companies combined.

Put Dresser-Ideco's unparalleled 38-year record of tower experience to work for you . . . write Dresser-Ideco, or contact your broadcast equipment representative.

Write for this new Dresser-Ideco Tower Catalog T-57—the first complete broadcast antenna tower story.



Radar Towers on the DEW line in northern Alaska—designed and fabricated by Dresser-Ideco. Keeping pace with the rapidly developing needs of radar and microwave — helping the broadcast industry meet its expanding needs — these are the challenges that keep Dresser-Ideco's thinking fresh and "alive", now and in the years ahead.

Dresser-Ideco Company

ONE OF THE DRESSER INDUSTRIES

TOWER DIVISION, DEPT. T-83, 875 MICHIGAN AVE., COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

DRESSER IDECO

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WREC-AM-TV MEMPHIS, TENN. • Sold to Des Moines Register & Tribune Co. (Cowles) by Hoyt B. Wooten for $6 million cash [CLOSED CIRCUIT, Nov. 3]. It was reported that a new company, WREC Broadcasting Service Inc., will operate the Memphis outlets as a wholly-owned subsidiary of the Cowles Des Moines *Register* and *Tribune*. It was also stated that Mr. Wooten would be retained by the new corporation in an advisory capacity for at least two years.

Mr. Wooten's sons-in-law Charles Brakefield and Jack Michael will be general manager and program director of the Memphis stations, respectively. Mr. Brakefield has been commercial manager and Mr. Michael program director prior to the sale. Mr. Wooten established WREC in 1922 and the television affiliate just two years ago. Luther L. Hill, publisher of the *Register* and *Tribune* said, "It is our purpose to continue the WREC radio and television operations in the Wooten tradition."

Just a year ago the Cowles organization sold WNAX Yankton, S. D., and ch. 9 KVTV (TV) Sioux City, Iowa, to Peoples Broadcasting Corp. for $3 million and at that time announced it would seek replacement properties. Other Cowles stations: KRNT Des Moines and 60% of KRNT-TV Des Moines, as well as WHTN-AM-TV Huntington, W. Va. Gardner Cowles, president of the *Register* and *Tribune*, also is publisher of *Look* magazine.

WREC-TV is on ch. 3. WREC is on 600 kc with 5 kw, directional antenna different pattern day and night. Both stations are affiliated with CBS.

WGAY SILVER SPRING, MD. • Sold to multiple owner Connie B. Gay by John W. Kluge for $650,000. Mr. Gay intends to have a pop music policy for his new station but minus the rock and roll. Other Connie Gay outlets: WTCR Ashland, Ky., WFTC Kinston, N. C., KITE San Antonio, Tex., and WYLD New Orleans, La. WGAY is on 1050 kc with 1 kw, day.

WEBC DULUTH, MINN. • Sold by Head of The Lakes Broadcasting Co. to George Clinton for $250,000. Mr. Clinton, former owner of WCMI Ashland, Ky., has resigned as general manager of WPAR Parkersburg and WBOY-TV Clarksburg, W. Va. Head of The Lakes is principally owned by the Morgan Murphy-William C. Bridges group, which recently sold WHLB Virginia and WMFG Hibbing, both Minnesota, but which still has principal interests in WEAU-AM-FM-TV Eau Claire, WISC-AM-FM-TV Madison, WMAM and WMBV-TV Green Bay-Marinette, all Wisconsin; KVOL-AM-FM-TV Lafayette, La.; KGTV (TV) Des Moines, Iowa. Broker was Blackburn & Co. WEBC is on 560 kc with 5 kw and is affiliated with NBC.

WABR WINTER PARK (ORLANDO), FLA. • Sold by Orange County Broadcasters Inc. (James H. and Idamae Sawyer) to Contemporary Broadcasting Co. Inc. for $225,000. Contemporary Broadcasting's principal owners are I. Ed Edwards, announcer for the Kansas City Athletics for the last two years and before that announcer for the Cleveland Indians, and Preston Ward, Kansas City Athletics third baseman. Broker was Blackburn & Co. WABR is on 1440 kc with 5 kw day.

WILD BOSTON, MASS. • Sold to industrial scrap dealer-real estate man Nelson B. Noble by Bartell Broadcasters Inc. for $200,000, with Bartell continuing to be responsible for $111,233 balance of chattel mortgage on WILD. Other Bartell stations are WOKY Milwaukee, WAKE Atlanta, KCBQ San Diego, WYDE Birmingham and KYA San Francisco. WILD is on 1090 kc with 1 kw, day.

KATE ALBERT LEA, MINN. • Sold by Bennett O. Knudson and George J. and William B. Wolf to Hart N. Cardozo for $150,000. Mr. Cardozo is a furniture retailer in St. Paul. Broker was Allen Kander & Co. KATE is on 1450 kc with 250 w and is affiliated with ABC.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see* FOR THE RECORD, *page 97.*

WSPB SARASOTA, FLA. • Sold to Community Broadcasting Corp. by Robert C. Jones and others for $335,000. Community Broadcasting owns WALL Middletown, N. Y. WSPB is on 1450 kc with 250 w and is affiliated with CBS.

WNRC-AM-FM NEW ROCHELLE, N. Y. • Sold to Radio Westchester Inc. (Marvin Stone, president, and E. Monroe O'Flyn, vice president, own WVIP Mount Kisco, N. Y.) by Donald and Frances Daniels for $225,000 cash. WNRC is on 1460 kc with 500 w, day. WNRC-FM is on 93.5 mc with 1 kw.

REPRESENTATIVE APPOINTMENTS

KPOK Scottsdale, Ariz., has named Forjoe and Co.

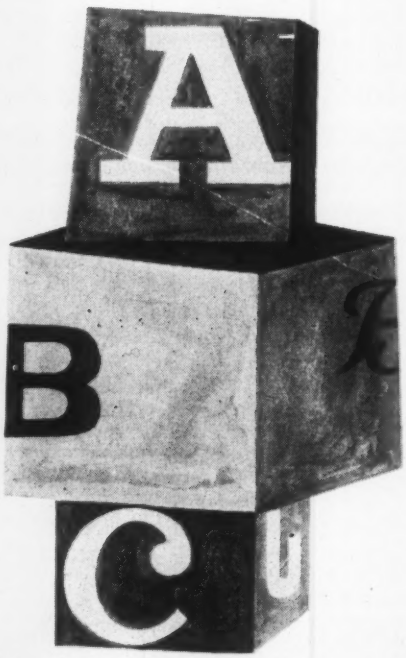
WPAT Paterson, N. J., names Weed Radio Corp., N. Y.

KBIF Fresno, Calif., names Weed & Co., N. Y., replacing McGavren-Quinn Co. Weed will sell KBIF individually as well as in combination packages with KBIG Santa Catalina, Calif.

WILZ St. Petersburg Beach, Fla., names Jack Masla & Co., New York and Chicago.

WNTA-AM-FM Newark has named McGavren-Quinn, N. Y.

In children's building blocks, an alphabet can only be formed by putting B between A and C. And in broadcast transactions, by putting Blackburn and Company between the buyer and seller, the negotiation is completed correctly and efficiently. Blackburn and Company is the nation's expert in negotiations, financing and appraisals.



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CRestview 4-2770

AFTRA AND NETWORKS IN 11TH-HOUR TALKS

- **Contracts expire Nov. 15**
- **Big stumbling block: vtr**

Negotiators for the American Federation of Television & Radio Artists and the four radio and three tv networks were to meet this past Saturday and Sunday (Nov. 8-9) to iron out differences in contract proposals and thereby dispel threats of a strike. The present pact expires on Saturday (Nov. 15).

The weekend sessions were arranged even as AFTRA asked its locals in New York, Chicago, Los Angeles, and San Francisco, to hold "strike meetings" to give the national board of the union necessary strike power. The New York local will meet on to be resolved is payment of fees for videotape commercials and programs [AT DEADLINE, Nov. 3].

A network spokesman said that strike authorization is "standard operating procedure" during contract negotiations but he conceded that discussions to date indicate that the unions and the networks are "far apart." He confirmed that the principal issue to be resolved is payment fees for videotape commercials and programs [AT DEADLINE, Nov. 3].

The current pact, signed in 1956, provides that performers in videotape programs be paid 100% fee for the original presentation; 75% of the fee for each of the first and second replays and 50% of the fee for each of the third, fourth and fifth replays, only. AFTRA now insists that there be no cutoff after the fifth replay but proposes a sliding scale of percentage be devised for subsequent re-uses. The union also demands that in the tape commercials (not included in the 1956 contract) a similar formula be established, with no cutoff after the fifth re-use.

It is reported that several large advertisers, particularly of daytime live tv programs, have asked the network to resist AFTRA's demands on tape re-use payments. Advertisers' position conceivably is that if networks relent, the Screen Actors Guild, which has jurisdiction currently over both film commercials and tape commercials produced at film studios, will be in a strong bargaining position to insist upon a similar provision when its pact expires in about 18 months.

Other AFTRA proposals still to be resolved include one that would forbid the networks from feeding programs to an affiliated station which has been struck by a local AFTRA unit and another that would forbid networks from carrying tape re-runs and kinescope programs during a strike by AFTRA.

A strike by performers would affect seriously the special programming planned by the networks after Nov. 15. There are seven special live programs scheduled between Nov. 15 and Nov. 30, including the high-budgeted "Wonderful Town" over CBS-TV on Nov. 30, said to be a $500,000 package.

Networks officials said they are taking "normal precautions" in the event of a strike, stockpiling films and kinescopes. One top executive said that although networks are "concerned" about developments, he is

RIDE 'EM COWBOY

When is a cowboy not a cowboy? That question was posed to board members of the Screen Extras Guild, who answered it with a unanimous vote to crack down on producers who hire cowboys as unmounted extras, and then, when the script calls for it puts them on horseback.

SEG's scale table lists the general extra rate as $22.05 a day, compared to $29.04 for riders. Thus the producer saves $6.99 a head on days when there's no riding to be done.

H. O'Neil Shanks, SEG executive secretary, has been directed to take up the matter with producers on grounds that it violates the SEG contract. "When a producer knows that the script calls for actual riding but then calls cowboys at the general extra rate, he is chiseling and he is breaching our collective bargaining contract, even though he later adjusts the cowboys to the higher rate on the days they ride," Mr. Shanks said.

KMJ-TV

Leads in Fresno

KMJ-TV in the Billion-Dollar Valley of the Bees

Leads in farm programs — KMJ-TV's full-time farm editor has all the facilities of the Agricultural Department of the McClatchy Broadcasting Company at his disposal. He also works with McClatchy newspaper farm editors. This, coordinated with on-the-spot film coverage, results in farm programming without peer in Fresno.

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WANE & WANE-TV Fort Wayne
WISH & WISH-TV Indianapolis

13
WGAN-TV
Portland, Maine

Represented by
Avery-Knodel, Inc.

PERSONNEL RELATIONS CONTINUED

still hopeful that a settlement can be achieved before the deadline, as has occurred often in labor negotiations.

Negotiations cover performers at both the radio and television networks and those engaged by transcription companies. AFTRA is seeking a basic 10% increase in wages and fees but network officials point out that the rise will go "well beyond" 10% under AFTRA's proposals for reducing the number of rehearsal hours, asking payment for extra rehearsal and increasing rate of overtime pay [PERSONNEL RELATIONS, Sept. 29].

ABC, NABET Agree on New Terms On Pay for New York Publicists

A threatened strike at ABC was averted last Monday (Nov. 3) when the network and the National Assn. of Broadcast Employes & Technicians reached agreement on an initial contract covering 14 publicists at ABC in New York.

Under terms of the agreement, members of the press department will receive $169.63 after four years. The pay scale starts at $122 for publicists with up to one year of experience and rises to $134.46, one to two years; $146.19, two to three years, and $157.92, three to four years. In addition, a $5 raise is prescribed on Aug. 1, 1959. One copy editor and two contact men at ABC qualify for an additional $10 weekly above the pay scale. The contract runs through Jan. 31, 1961, and terms of the pact are retroactive to last September.

NABET also represents ABC publicists in Hollywood as well as technicians at both ABC and NBC. It is known that NABET is making overtures to bring NBC publicists into the union.

46 at ABC Quit RTDG; Expected to Join NABET

A group of 46 to 56 staffers at ABC belonging to the Radio-Television Directors Guild last Monday (Nov. 3) notified the Guild they have resigned from the union. It was reported that these members will make formal application shortly for affiliation with the National Assn. of Broadcast Employes & Technicians.

The ABC staffers who left RTDG include radio directors and assistant directors and television associate directors and stage managers, but do not include television directors. It was reported that the disassociation move was taken prior to application for membership in NABET so that the latter union could not be accused of "raiding" another labor organization in violation of an AFL-CIO code. The break-away group believes it will have a stronger bargaining position with an affiliation with a larger organization, such as NABET.

An official of RTDG told BROADCASTING last Thursday (Nov. 6) that the union has filed a formal protest with George Meany, president of AFL-CIO, accusing NABET of violating the "no raiding" code. He said there is "No question that NABET has been talking to our members, promising them all sorts of things."

INTERNATIONAL

AR Does Turnabout; Profits $14 Million

One of the most remarkable financial turnabouts in foreign business circles was reported Nov. 1 by the *London Times*. In an article describing the activities of Associated Rediffusion Ltd., second-largest (to Associated Television Ltd.) commercial programming contractor, the *Times* reports that AR in it third year of operation has racked up profits of five million pounds—equivalent to about $14 million. Associated Rediffusion (London's ch. 9) programs weekdays [CLOSED CIRCUIT, Oct. 27].

This profit astounded London financial circles, the *Times* said, because for the 12-month period that ended April 30, 1957, AR incurred a loss of 626,000 pounds—or $1.8 million. Though the newspaper did not explain the reasons behind this reversal, its financial editor pointed out that whatever the cause, the results will come as happy news to the stockholders in two other British firms. One is the giant British Traction Ltd.—a holding company with interest in utilities, transportation, resorts, etc.—which owns 50% of AR in addition to about 10% of Rediffusion Ltd., another commercial tv firm. Rediffusion itself also has 37.5% interest in AR.

Particularly surprising is the speed with which AR came out of the red; the profits for the year that ended April 30 surpass those of ATV Ltd. by at least $1 million.

Interesting factor in this profit picture is the disposition of the windfall. The *Times* reports that the AR board will not distribute profits in form of dividends, nor will it apply them against past losses. Instead, the AR directorship will treat the remainder of the AR accumulative losses as "business development expenses" by transferring them to a special "development account." Four and a half million pounds (or $12.6 million) of the profits will be capitalized into $12.6 million worth of non-voting common stock.

CFCF Gets Help in Fire Crisis

All Montreal radio stations came to the rescue of CFCF Montreal, oldest station in Canada, when the station's studios were gutted Oct. 23 by a fire which started in the basement. The station lost no time on the air, using temporary studios of Walter Downs Ltd., in the Dominion Square Bldg. Other Montreal stations, including CJAD, CKAC, CJMS, CKVL and CBM, loaned CFCF recordings and transcriptions.

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says **ROGER M. GREENE**
Vice-President/Advertising
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Isn't it a fact—the more important the executive, the greater is his need to keep up with developments in today's hustle-bustle world of marketing. So, despite the pressures of the work week and the demands for their attentions, one thing is sure: most of the executives of importance to you *take time or make time* to read Advertising Age regularly and thoroughly.

At Philip Morris Incorporated, for example—where sales vaulted to a record $408,813,852 last year—television is favored with almost half of the firm's budget for measured media. A pioneer in the use of radio and one of the first major advertisers in television, this cigarette manufacturer spent over $8,884,000* on network and spot tv time in 1957—primarily to promote its Marlboro, Parliament and Philip Morris brands.

Every Monday, *17 paid-subscription copies of Ad Age* get read—and used—by Philip Morris executives with marketing responsibilities. Further, *396 paid-subscription copies* get a going-over at Benton & Bowles; Leo Burnett; Doyle Dane Bernbach; and Ogilvy, Benson & Mather, the agencies handling Philip Morris accounts.

Add to this AA's more than 42,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,500 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Ad Age a most influential medium for swinging broadcast decisions your way.

** Sources: Leading National Advertisers, Inc. and Television Bureau of Advertising, Inc.*

ROGER M. GREENE

Mr. Greene started with Philip Morris in 1936 and, in the decade that followed, gained considerable experience in sales, sales promotion, purchasing and production. In 1946, he switched to the company's advertising department, where successive promotions advanced him to advertising manager in 1951 and, four years later, to director of advertising. Mr. Greene assumed his present post of vice-president in charge of advertising in 1957. It was under his direction that the highly-successful Marlboro Man campaign was set in motion.

Away from guiding the campaigns of one of the country's leading cigarette concerns, Mr. Greene relaxes by playing golf and by boating on Long Island Sound.

ABC ABP NBP

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ABROAD IN BRIEF

SPONSORS AT SNAIL'S-PACE: Commercial tv grossed only $700,000 in West Germany last year, latest statistics show. The 0.2% of the country's ad budget that this figure represents, is handled by mainly noncommercial tv stations that set aside a segment of their daily programming for commercial time.

HUNGARIAN EXPORTS: A total 120,000 radios and 100,000 unassembled sets will be exported by Hungary by year's end, a report from Budapest estimates. The state-owned Elektroimpex agency expects to sell 58,000 radio and 20,000 tv receivers to Russia's East Germany.

BELGRADE GETS BIG ONE: Yugoslavia has put its largest tv transmitter to date into operation. Located near Belgrade, its ERP is 100 kw. Two other transmitters, at Fruska-Gora and Zagreb, were due to go into operation last month. A fourth Yugoslav tv transmitter at Lyublyana is scheduled for completion early next year.

WEST GERMAN TV COUNT: West Berlin and West Germany had 1,765,410 registered tv receivers at the beginning of September, representing an increase of 46,376 sets during August and 100% gain over the same month of 1957. Many tv sets are being operated without a license.

German tv set production is predicted to reach 1.4 million by the end of 1958.

AMPEX UBER ALLES: Ampex videotape recorders, modified to 625-line standards, have been installed by North German Radio and Southwest German Radio. Indications are that, as other tv stations in the areas follow suit, only a small portion of programming will remain live. VTR's are modified by Siemens & Halske, German electronic products manufacturer.

VTR JUNIOR: A home videotape recorder is being developed by Grundig. The machine, about the size of a record player, is expected to be on the market in two years. Price: $200 to $300.

PARISIANS SEE ALGIERS: A television relay station in a plane 20,000 ft. over the Balearic Islands has been used by the French to transmit a program from Algiers to Paris. The 16-minute trans-Mediterranean report got good reception on Paris screens.

ITALIAN COUNT: Registered television sets in Italy numbered 864,754 on April 1, an increase of 191,674 since the beginning of the year. Annual tv set production in the country is about 300,000, annual radio receiver production 700,000. Costs of Italian tv receivers are decreasing. A standard 17-inch set retails for approximately $135.

A net profit of slightly over $.5 million was registered by the Italian state-owned radio-tv networks for 1957 compared with $350,000 for 1956.

TV TUBE FROM CHINA: A prototype of a 13-inch television tube has been produced in Nanking by a state-owned lamp-vacuum tube plant. The first tv receivers made in China also are undergoing thorough tests.

A television station in Peiping, China, has commenced operations, giving that country its first tv outlet, New China News Agency reports.

SWEDISH VIDEO RELAY: The Swedish Television Service has opened a 500-mile relay line connecting Stockholm, Goteborg and Malmo. Twelve of the 15 relay stations are automatic, the other three being manually-operated. Another relay line between Upsala and Sundsvall is scheduled for opening in early 1959.

A trade agreement with China has been signed by the Swedish government that includes the export of electronic equipment to the Chinese mainland.

COLOR FOR REDS: The Russian Communications Ministry's experimental studio chief predicts that Moscow will have regularly-scheduled color tv shows in December.

TOWERING JAPAN: An 82-ft. antenna was installed Oct. 14 on Tokyo's 1,092-ft. Television City tower. The $7 million tower, eventually to be used by five stations, is slated to transmit test signals next month. Claimed as the closest competitor to the tower's height in Asia is a 557-ft. tv tower in central Japan. The Tv City structure is 108 feet taller than the Eiffel Tower and 380 ft. shorter than the Empire State Building.

New Radio Headquarters in Bonn

The West German Radio Network in Cologne will build a five-story plant to house its operations in the capital town of Bonn, the Federal Republic's press ministry announced last week. The rooms currently used for broadcasting and newsgathering purposes in the Bundeshause have become overcrowded, it is reported, and to accommodate not only its own staff but personnel of other networks and foreign broadcasting companies, the West German Radio Network will shortly break ground in the government quarter of the ancient university town. In keeping with the low-slung modern style of the buildings, the network plant will be built with two of the flights below ground (studios), and three above.

Ralston Purina Success With Tv Earns Ad Citation for Hodges

Ernest Hodges, vice president of Guild, Bascom & Bonfigli, San Francisco, last week was named "outstanding young advertising man of the year" by the Assn. of Advertising Men & Women in New York. His winning vehicle: the all-television advertising campaign for Ralston Purina Cereals.

Mr. Hodges' entry placed first in the association's competiton for consumer advertising campaigns budgeted over $1 million. Also honored last week were winners in two other categories — Herbert A. Kuscher, account executive, Lampert Agency, New York, for a campaign of the FR Corp. (photographic flash units) in under-$1 million consumer advertising, and Jeremy Danny, account executive of Noyes & Sproul Inc., New York for work on the C. B. Fleet Co. (medical products) account in the under $100,000 industrial advertising class.

MR. HODGES

The winning Ralston campaign was initiated by GB&B four years ago when it assumed the account. At that time the sales curve was downward, and although many advertising ventures had been tried (13 of them at one time) no success was being achieved. GB&B suggested several drastic changes, among them (1) dropping all premiums, a staple of the cereals field, and (2) diverting all advertising money to one medium—nighttime network television. Within two weeks, Mr. Hodges, recalled, sales jumped for the first time in six years Later Ralston began sponsorship of *Bold Journey* adventure series on ABC-TV, which developed the now well know educational tieup which puts teaching aids based on the program into 100,000 classrooms across the country. The award presentation noted that Ralston's cereal sales in the past year were up 33⅓% compared to an average of 5% in the industry, and that the advertising budget has doubled since 1954 and will be almost tripled in the 1958-59 season, still relying on network television as the backbone of the campaign.

English Speaking Awards Made

Five out of seven Better Understanding Awards and citations presented annually by the English Speaking Union of the U. S. were made to members of the broadcasting industry, it has been announced by ESU. Awards were given to Larry LeSueur CBS-AM-TV; WSAC Fort Knox, and Gladys Webster, WCAU Philadelphia, while citations were presented to James Monroe, KCMO-TV Kansas City, and Barry Gray, WMCA New York and MBS. Awards and citations are given annually by the English Speaking Union "in recognition of sincere and continuing effort to achieve better understanding between the peoples of the U. S. and those of The British Commonwealth of Nations." Arrangements for the actual presentations will be announced later.

1958 Hillman Competition Open

Sidney Hillman Foundation awards of $500 each have been announced for programs with protection of individual civil liberties, improved race relations, a strengthened labor movement, advancement of social welfare and economic security, greater world understanding and related problems. Radio and television entries must have been produced under professional auspices in 1958. Final broadcast scripts must be received by the foundation, 15 Union Sq., New York 3, by Feb. 1, 1959. Winners in 1957 included Theodore Ayers for the interview with Nikita Khrushchev on CBS-TV's *Face the Nation* and George A. Vicas, for the debates between American and Soviet scientists and educators on CBS Radio's *Radio Beat*.

AWARD SHORTS

WWLP (TV) Springfield, Mass., presented with "service award" by United Cerebral Palsy Assn. in recognition of "outstanding assistance rendered by station during 1957-58."

Kenneth R. Clark, instructor in radio-tv in Stanford U.'s department of speech and drama, has been selected as winner of $1,000 scholarship that was part of 1957 award given to KRON-TV San Francisco by Alfred I. DuPont Awards Foundation.

Ralston Purina Co., St. Louis, in cooperation with National Education Assn.'s division of travel service, will present awards next spring to 380 outstanding teachers for their "ability to open a window on the world for their students" and imaginative use of *Bold Journey* (sponsored by RP over ABC-TV, Mon., 8:30-9 p.m. EST) as teaching resource.

KOTV (TV) Tulsa, Okla., has received public service award from U. S. Air Force for "unselfish and exemplary public service in an effort to foster and promote the growth of the United States Air Force Reserve as a link in the chain of national defense."

WIIC (TV) Pittsburgh awarded first prize for station ID in annual exhibit of Art Directors Society of Pittsburgh.

Hecht S. Lackey, WSON Henderson, Ky., owner, has received "Kentucky Mike" award from Kentucky Broadcasters' Assn.

WKAB Mobile, Ala., has received "certificate of recognition" from U. S. Air Force

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WHBF-TV

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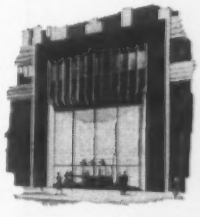

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for "voluntary services in support of the air defense of the United States."

Dr. Franklin Dunham, chief of radio-tv, U. S. Office of Education, Washington, awarded 1958 citation of merit by National Assn. of Educational Broadcasters for his "dedicated services to educational radio and television" for third of century.

Paul Alger, WSNJ Bridgeton, N. J., general manager, given citation at 136th annual meeting of Presbyterian Synod of New Jersey for his help in broadcasting *Canteres di mi Tierra* ("Songs of My Country"), special nine-week religious program to Puerto Rican migrant workers in that state.

WPTF Raleigh, N. C., presented with U. S. Weather Bureau Public Service award for "contributing to the public safety and welfare by service performed for U. S. Weather Bureau during Hurricane Helene [of September]."

KXOK St. Louis presented with certificate of appreciation by St. Louis Junior Chamber of Commerce for promoting "both civic and social advancement" on its *Wake Up St. Louis* program heard Sundays at 9:30 p.m.

WAMP Pittsburgh employes with 10 or more years service were honored recently with those having 10 years service receiving gold lapel pins and those with 25 years service receiving gold wrist watches.

WCCO Minneapolis has received national award of merit of American Assn. for State & Local History for its year-long historical broadcasts, *Minnesota Milestones*. WCCO programs were described as "proof that history can be first-class entertainment while it educates us to renewed interest in our heritage."

Lloyd E. Yoder, NBC v.p. and general manager of WNBQ (TV) and WMAQ Chicago, along with tv personalities **Ralph Edwards** and **Ted Mack,** were recipients of "distinguished citizen award" honors presented by Mayor Will Nicholson of Denver, Colo.

Jewish Family Assn., for first time in its history, honored television program, *Father Knows Best* (CBS-TV, Mon. 8:30-9 p.m.), with special citation for "its contribution to the quality of family life" during JFS' annual meeting in Cleveland.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

MR. TARLETON

JACK TARLETON, co-founder of pre-war J. Sterling Getchell agency and since 1956 director of advertising art at Eastman-Kodak Co., Rochester, has joined Leo Burnett Co., Chicago-New York, as v.p. and member of plans board. Mr. Tarleton joined William Esty Co. as head art director, from 1948-50 headed his own firm and from 1950-56 was at Cunningham & Walsh as top art man on Liggett & Myers' Chesterfield account.

DON TENNANT, previously v.p. and copy supervisor responsible for creative exploration and development in television at Leo Burnett Co., Chicago, appointed v.p. in charge of tv film.

ALFRED J. CARTER, merchandising director of Bristol-Myers unit at Doherty, Clifford, Steers & Shenfield, N. Y., elected v.p.

W. M. STARKEY, v.p. and account supervisor for Rexall Drug Co. account in L. A. for BBDO, named manager of office. He succeeds **THOMAS C. DILLON,** who becomes supervisor of agency's marketing, media and research services. Mr. Starkey joined BBDO in 1948 and was elected v.p. earlier this year.

CHARLES FELDMAN, v.p. and executive copy director at Young & Rubicam, named head of copy department, succeeding **GEORGE H. GRIBBIN,** elected president of agency few weeks ago [ADVERTISERS & AGENCIES, Oct. 27].

FRANK O'CONNOR, assistant v.p. in charge of new program development, announces resignation from Ted Bates & Co., effective Nov. 15, after 12 years with agency. He plans to return to active tv production.

RICHARD C. ANDERSON named associate media director in Chicago office of Young & Rubicam.

C. LOWELL HELMAN, former media director of Earle Ludgin & Co., Chicago, joins J. Walter Thompson Co., same city, as associate media director.

RALPH A. CERNUDA JR., previously with N. W. Ayer & Son Inc., Phila., on American Viscose and American Telephone & Telegraph accounts, appointed art director at Erwin Wasey, Ruthrauff & Ryan Inc., L. A.

NEWTON W. BRIGGS, formerly grocery field sales manager for Kroger Co. in Chicago and Toledo, appointed merchandising director of Gardner Adv. Co., St. Louis.

GLENN D. DUNMIRE promoted from assistant to media director and **DAVID H. LUCAS** promoted from assistant to account executive at Vic Maitland & Assoc., Pittsburgh.

CECIL LUBBELL, formerly executive editor of *World Encyclopedia of Textiles,* named director of research planning at Institute of Motivational Research. **DR. FRANK MILLMAN,** previously school psychologist with New York City Bureau of Child Guidance, and **FRANCES BUTLER,** formerly with Young & Rubicam research department, appointed research associates.

F. SCOTT MATTHEWS, formerly account executive at Dancer-Fitzgerald-Sample, N.Y., to Colgate-Palmolive Co. household products division, as product manager.

SHELLEY HULL, former associate producer, Henry Jaffe Enterprises' *Shirley Temple's Storybook* and *Producers Showcase* in Hollywood, joins Ted Bates' office, same city, as production supervisor.

FRED FREVERT, formerly account research manager of J. Walter Thompson Co., N. Y., named coordinator of marketing research surveys of General Mills, Minneapolis. **DR. GOVE LAYBOURN,** previously with Psychological Corp. of New York, appointed coordinator of marketing research services. **JAMES BUEIDE,** former director of marketing studies for *Minneapolis Star & Tribune,* to product research manager for cereals and flour.

ARTHUR R. ROSS, formerly eastern tv-radio director, Campbell-Ewald Co., appointed tv copy group head, McCann-Erickson, N.Y.

CHARLES HOTCHKISS, formerly in his own marketing business, joins Dancer-Fitzgerald-Sample, N.Y., as radio-tv account executive in program department.

CHARLES F. ARENSMAN, previously account executive and media marketing director for Parker Adv., Dayton, to William Kostka & Assoc., Denver advertising and public relations consultants, as account executive.

J. L. THORNHILL, director of Chevrolet truck advertising for Campbell-Ewald, Detroit, named associate account supervisor. **M. J. SANDLING** moves up to account executive on Chevrolet passenger cars while **H. N. DUDA** succeeds Mr. Thornhill on trucks. **C. F. McLAUGHLIN** will take Mr. Sandling's former post as account executive over merchandising group. **T. A. TUCKER,** formerly head of Chevrolet field services, to assistant account executive on Chevrolet trucks.

H. PAUL FIELD, formerly with Bryan Houston Inc. and Benton & Bowles, to Bishopric/Green/Fielden Adv., Miami, as senior account executive for television.

KENNETH T. SIMENDINGER, formerly assistant city editor of *Washington Daily News,* joins public relations department of Henry J. Kaufman & Assoc., Washington.

LEE SPANGLER, formerly with Harris, Harlan, Wood, San Francisco, joins creative staff of Honig-Cooper, Harrington & Miner, same city.

LOIS A. SEIFFERT, formerly with Paul H. Raymer Co., N. Y., to Feigenbaum & Werman, advertising, Philadelphia, as assistant to radio & tv director.

BETTY BARTON, former copywriter at MacManus, John & Adams, Kenyon & Eckhardt and Ellington & Co., to Anderson & Cairns, N.Y., in similar capacity.

FILM

ALFRED E. DAFF, executive v.p., Universal Pictures Co. (Universal-International Tv, Universal-International Films Inc.) resigned Oct. 31 but signed agreement with U-I that retains him as consultant on non-exclusive basis "for period of years."

WILLIAM SUSMAN, assistant director of MPO Television Films Inc., N.Y., named producer of company, assigned to overall production control supervising of film tv commercials.

JOHN BECK, previously in theatrical film production at 20th Century-Fox Film Corp., named business executive of 20th Century-Fox Tv.

JEROME M. SIEGAL, previously in free-lance feature

how to keep top giveaway shows on top

The S. Jay Reiner Company, Inc.

155 Mineola Blvd, Mineola, N.Y. PI 7-5300

Eleven Years in Business • Eleven Years of Dependability

Creating more sales for your advertisers depends upon prizes of real value, prompt and trouble-free delivery and the services of a specialist with a record of many years of dependability.

S. JAY REINER COMPANY is a nationwide merchandising organization providing ideas, free prizes and a completely coordinated service for radio and television stations, advertising agencies and sponsors of audience-participation shows.

One such client, Station KTUL-TV of Tulsa, Okla. writes:

"We had excellent success with 'Play Marko', due in no small part to the excellence of the prizes, which made the difference between a good show and a bad one. I heartily recommend the S. Jay Reiner Co., to anyone planning this kind of show."

May we show you what we can do for you?

motion picture production on West Coast, to sales staff of Associated Artists Productions, L. A.

DeWITT BODEEN and **FRED FREIBERGER** added to staff of five other writers assigned to United Artists Television-Bryna Productions' *The Vikings*, tv series commencing production in Munich next January.

FRED MADISON, formerly with Cascade Pictures; **CECIL BEARD**, formerly with Playhouse Productions; **NORM GOTTFREDSON**, formerly with UPA, and **EMIL CARLE**, formerly with Son Ads, have joined Tv Spots' new commercial division as animators. Division's headquarters is in recently purchased building at 1029 Cole Ave., Hollywood 38.

PAUL HENREID, former actor and now tv director (MCA-Revue's *Alfred Hitchcock Presents*, etc.) has been signed by producer Hi Brown to direct episodes in new *International Airport* series Mr. Brown is filming in cooperation with United Artists Television Inc.

NETWORKS

MR. ROBB

ARCH ROBB, in broadcasting 24 years and with NBC since 1943, appointed manager, special programs, NBC-TV. Mr. Robb was most recently manager, administration, television network programs.

GERALD ADLER, in NBC's London office since May 1957, appointed managing director of NBC International (Great Britain) Ltd. and European director for NBC International Ltd. Mr. Adler succeeds Romney Wheeler, who recently joined U. S. Information Agency.

JOHN A. REILLY, previously with Armour & Co.'s advertising department, appointed assistant sales manager of ABC Central Div., effective Dec. 1, succeeding **HAROLD R. WETTERSTEN**, resigned to join Blair-Tv, Chicago.

NICHOLAS R. MADONNA, formerly with Edward Petry & Co. and Avery-Knodel, to NBC Radio Spot Sales as account executive.

JOHN J. MURRAY, credit and collection manager, ABC accounting department, elected chairman of Radio-Television Broadcasting Group of New York Credit and Financial Management Assn., succeeding **EDWARD J. ROTH**, NBC.

STATIONS

ALFRED E. ANSCOMBE, formerly station manager of WKBW Buffalo, N.Y., appointed executive v.p. and general manager of WINE-AM-FM Buffalo, Kluge Radio stations. Mr. Anscombe started in radio in 1934 with old Buffalo Broadcasting Corp. and joined WKBW after World War II as public relations director.

MR. KEARL

WAYNE KEARL, commercial manager at KENS-TV San Antonio, promoted to station manager. Mr. Kearl served previously as station manager at KGMB-TV Honolulu, T.H. Prior to that, he was associated with KNX Los Angeles, KSL-AM-TV Salt Lake City and KOVO Provo, Utah.

JOHN McRAE resigns as station manager of KOBY San Francisco, effective Dec. 1, to join Intercontinental Broadcasters, KOFY San Mateo, Calif., as v.p., general manager and 10% stockholder of corporation. KOBY business manager **SHERMAN A. KUSIN** will handle Mr. McRae's duties until permanent replacement is determined.

MR. ARMSTRONG

WILLIAM ARMSTRONG, program director, WDGY Minneapolis, appointed assistant to v.p. of Balaban stations, effective Nov. 16. Mr. Armstrong, who was also program director of WTIX New Orleans, will headquarter at Balaban Broadcast Div.'s offices at WIL St. Louis.

JOHN W. MURRAY JR., assistant station manager, WWOL, Buffalo, appointed assistant general manager of WWOK Charlotte, N.C., southern division of Tarlow Assoc. stations. Other Tarlow appointments: **RICHARD H. VAUGHAN**, sales manager, WHYE Roanoke, Va., to general manager, WARE Ware, Mass., and **NICK BELL**, from WARE to sales manager, WHYE.

MR. SCHOONOVER

JAMES H. SCHOONOVER, formerly manager of KOIL Omaha, Neb., named general manager of KTUL Tulsa, Okla. Mr. Schoonover also held managerial posts at KWIK Pocatello, Idaho, and KMYR Denver, Colo.

BILL BENGTSON, with KSO Des Moines, Iowa, since 1956, promoted to station business manager.

ALFRED L. LEWIS appointed acting director of operations at WNBQ (TV) and WMAQ Chicago, and will continue his duties as business manager of those NBC outlets. Mr. Lewis succeeds **JOHN F. WHALLEY**, operations director, who resigned to join Needham, Louis & Brorby Inc., Chicago, as financial v.p.

CARL SHOOK appointed program director of WKYW Louisville, Ky., replacing **STUART PLATT**, who moves to WGOR Georgetown, Ky. Also to WKYW: **JOE COLLINS**, air personality, and **CAROLE TAYLOR**, director of continuity, formerly of WJIM-AM-TV Lansing, Mich.

JACK EVANS joins WTHE Spartanburg, S.C., as news director.

GIL MARTYN, director of news and special events at KTLA (TV) Los Angeles since 1947, on Dec. 1 becomes director of editorial policy and community relations of station, newly created post. **GEORGE LEWIN**, senior news editor of WPIX (TV) New York, has joined KTLA as director of news, succeeding Mr. Martyn.

FREDERICK L. NEBOT, formerly with WKBN-TV Youngstown, Ohio, appointed production and promotion manager for WKST-TV New Castle, Pa.

FRANK PLATH appointed news director of KHOW Denver, Colo.

PAUL DAWSON, assistant program manager for WKJG-AM-TV Fort Wayne, Ind., promoted to WKJG Radio program manager. **BILL MORGAN** joins WKJG-AM-TV announcing staff. **MRS. JULIE WARNER** appointed supervisor of tv continuity. **WILLIAM NICHOLS** to WKJG-TV as director.

GEORGE C. LENFEST, formerly operations manager at WBUF (TV) Buffalo, appointed director of operations for WRCV-AM-TV Philadelphia, NBC-owned station, replacing **CURTIS D. PECK**, transferred to KNBC San Francisco.

MARTIS S. MATTLOW, formerly sports director at WLOL Minneapolis-St. Paul, to news staff of WGN-AM-TV Chicago as news editor and writer.

JOHN FRAIM joins WSAI-AM-FM Cincinnati as news director.

CHRIS LANE, program director of KAKC Tulsa, Okla., named program director of Public Radio Corp. (KAKC and KIOA Des Moines, Iowa).

DON KELLY, formerly d.j. on WLOL Minneapolis-St. Paul and for past 18 months in similar capacity with WDGY, same city, promoted to program director of WDGY.

JACK TIDD named program director of WDSR Lake City, Fla. **WILLIAM SAVITZ** named WDSR news director. **PAT WEBSTER**, formerly program director, WXFM (FM) Elmwood Park, Ill., joins WDSR as announcer-d.j.

JEROME A. BARNES, program manager for WWLP (TV) Springfield, Mass., promoted to newly-created post of director of programming for Springfield Tv Broadcasting Corp. (WWLP, WRLP [TV] Greenfield and WWOR-TV Worcester, both Massachusetts).

BRUCE PARKER, formerly merchandising manager

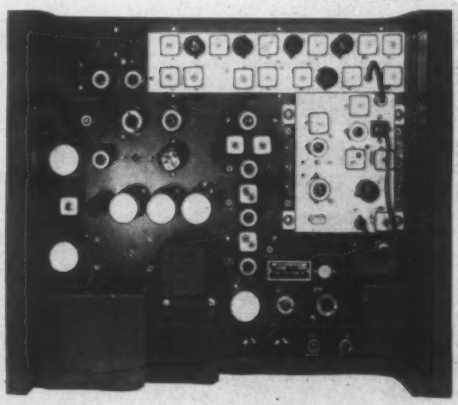
NEMS • CLARKE

Type TRC-1

TV Color

Rebroadcast

Receiver



The Type TRC-1 Color Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of black and white and color signals.

SPECIFICATIONS

VIDEO CHANNEL

Output terminal	75 ohms, coaxial
Level	Adjustable up to approximately 1 volt, peak to peak
Polarity	Sync negative
Frequency response	To 4.2 mc

SOUND CHANNEL

System	Separate IF (not intercarrier)
Output level	Adjustable from 0 to 18 dbm
Output impedance	600 ohms or 150 ohms, balanced or unbalanced
Frequency response	30 to 15,000 cycles with standard 75-u sec de-emphasis
Distortion	Less than 1%
Noise level	50 db below +0 dbm

SYNC CHANNEL

Output connection	75 ohms, coaxial
Output level	3 volts, peak to peak
Polarity	Negative

MISCELLANEOUS

Gain control	Manual or keyed automatic
RF input connection	75 ohms, coaxial
Crystal controlled R.F.	Employed for maximum and unattended operation
Power supply	Self-contained
Power requirements	117 volts, 60 cycles, 150 watts

NEMS • CLARKE COMPANY

A DIVISION OF VITRO CORPORATION OF AMERICA

919 JESUP-BLAIR DRIVE • SILVER SPRING, MARYLAND • JUNIPER 5-1000

for KGB San Diego, to KSON, same city, in similar capacity.

MARION DAVIS appointed account executive of WCKT (TV) Miami.

RO GRIGNON, formerly sales manager, KXJB-TV Valley City, N.D., to WDAF-TV Kansas City sales staff. **KEN BARNES,** previously of WOW and KFAB Omaha, Neb., **LEE RODGERS,** formerly with KTHS Little Rock, Ark., and **JIM LAWLESS** join WDAF Radio as air personalities.

KARL OSBORNE, previously with WXHS-TV Charleston, W. Va., as announcer, joins WHTN-TV Huntington, W. Va.

ROBERT BEALL, previously in sales department of Hazel Atlas Glass Div. of Continental Can Co., N.Y., to WTRF-TV Wheeling, W. Va., sales staff.

RICHARD S. THOMSEN, former newscaster with KXIC Iowa City, Iowa, joins WHAS Louisville, Ky., in similar capacity.

BILL FYFFE, formerly news director at WJIM Lansing, Mich., to WJRT (TV) Flint, Mich., as newscaster. Other WJRT appointments: **WARD MAYRAND,** newscaster, formerly of WWTV-TV Cadillac, Mich.; **KEN RABAT,** announcer and sportscaster, formerly of WWTV-TV; **BOB SCOTT,** announcer and weatherman, formerly of WSBA-TV York, Pa.; **DICK RYAN,** announcer, formerly d.j. with WBBC Flint; **EARL BALDWIN,** announcer, formerly of WNHC New Haven, Conn.; **HUGH COPELAND,** announcer, formerly of WXYZ-TV Detroit; **JACK PARRIS,** producer-director, formerly of KETV (TV) Omaha; **ERNEST WHITMEYER,** producer-director, formerly of WKNX-TV Saginaw, Mich.; **OWEN LEE,** producer-director, formerly of WBOY-TV Clarksburg, W. Va., and **DAVE SIKORA,** staff artist, formerly of WJBK-TV.

LEX DIAMOND, formerly with WSSB Durham, N.C., as salesman-air personality, to WEAM Washington sales staff.

BOB FORSTER, formerly air personality with WITH Baltimore, to WCUE Akron, Ohio, in similar capacity.

STAN STREET, formerly with WKDA Nashville, Tenn., to WCKY Cincinnati as staff announcer.

MARTY McNEELEY, WKMH Dearborn, Mich., personality, named m.c. of *Across the Plate* show done from downtown Detroit, replacing **FRANK SIMS,** signed by Detroit Pistons professional basketball team as sports announcer.

MRS. THOMAS RAMONA selected as "Miss Jean," teacher for *Romper Room,* new kindergarten program on WOW-TV Omaha.

WALLACE LUND, Northwest Schools, Portland, Ore., graduates to KVAS Astoria, Ore., as announcer. Other Northwest graduates and their placements: **PHILIP PRINDLE,** to KGEN Tulare, Calif., as announcer; **GARY R. STAGGERS,** to KIHR Hood River, Ore., as announcer; **JOHN KLINE,** to KGAL Lebanon, Ore., as announcer-engineer; **JAMES HUGHES,** to KOIN Portland, Ore., as announcer, and **NORMAN FRYDENLUND,** to KOJM Harve, Mont., as announcer-engineer.

RON POLAO, formerly with WTNJ Trenton, N.J., to WTTM, same city, as air personality.

GORDON FOUNTAIN, formerly with WHTN-TV Huntington, W. Va., as cameraman, joins directing staff of KTIV (TV) Sioux City, Iowa. **LLOYD GRAFF,** previously director-producer at KHOL-TV Kearney, Neb., to KTIV as announcer.

MRS. REGINA ROBIEGA, formerly with RCA, to WDRC Hartford, Conn., programming department.

DON WALLACE, formerly program director at KOME Tulsa, Okla., to WKY Oklahoma City as d.j. **BRUCE JONES,** previously with Armed Forces Radio in Iceland, to WKY also as d.j.

LEE JOHNSON, formerly with KMPC Los Angeles, to KRAI Craig, Colo., as staff announcer-engineer.

NORMAN KRAEFT, farm service supervisor at WGN-AM-TV Chicago, to lead 26-day tour of American farmers to Australia and New Zealand, leaving Chicago Jan. 29, 1959. He will tape-record highlights of trips for his farm shows.

BOB REYNOLDS, WJR Detroit sports director, selected as member of board of electors for 1958 Heisman Memorial Trophy award, to be given for 24th year to outstanding college football player in U.S.

FRED L. HART, president of WLPM Suffolk, Va., and v.p. of WGNI Wilmington, N.C., is recovering in Suffolk hospital from stroke.

REPRESENTATIVES

MELVIN E. WHITMIRE appointed manager of Weed Tv Corp. and Weed Radio Corp.'s Atlanta office.

JOHN M. BRIGHAM, formerly account executive at WHCT (TV) Hartford, Conn., to New York tv sales staff of Edward Petry Co.

PROGRAM SERVICES

LLOYD W. DUNN and **JAMES W. BAYLESS** elected to board of directors of Capitol Records Inc., Hollywood. Mr. Dunn is v.p. of sales and merchandising and Mr. Bayless is v.p of manufacturing and engineering for Capitol.

LESTER LEES, sales manager, Atlantic Records, to sales and sales promotion director, United Artists Records, subsidiary of United Artists Corp. (UA-TV and other divisions).

PHILIP NICOLAIDES, assistant editor of *Show Business,* entertainment publication, named account executive in sales department of Telestudios Inc., N.Y., producer of videotaped programs and commercials.

HAL GERSON, theatrical director, who directed national companies of "Born Yesterday," "Lend an Ear" and other stage productions, has been appointed director of Desilu Workshop Theatre. This studio-sponsored stock company of professional actors who have not yet gotten established, plans to present public performances on bi-monthly basis, starting in mid-December.

ALEXANDER B. MOTENKO, 44, v.p. in charge of product functions of Muzak Corp., New York, died following heart attack Nov. 3 at his home in Larchmont, N.Y. Mr. Montenko, who joined Muzak in 1950 as manager of transcription and record manufacturing division, was in charge of recording, programming, research and engineering for Muzak at time of his death.

LUISA FELD, 51, assistant to director of publisher relations of Broadcast Music Inc., died October 31, in Pasadena, Calif., after short illness. Prior to joining BMI, Miss Feld was copyright researcher for Capitol Records.

PROFESSIONAL SERVICES

HERBERT W. HOBLER, recently resigned v.p. in charge of sales for TelePrompTer Corp., has formed his own organization as independent sales specialist and consultant in broadcasting and related fields, at 295 Mercer Rd., Princeton, N.J.; telephone: Walnut 4-4389.

JOHN C. SEBASTIAN, publicity director of CBS Film, has been named head of New York office of Lou Smith, Beverly Hills, Calif., public relations firm. Temporary quarters have been set up at 488 Madison Ave., in space leased from Independent Television Corp., principal client of Smith company, along with Muzak, Programmatic Broadcasting and other Jack Wrather Enterprises also represented by Smith.

MARTIN Z. POST, former Associated Press editor and public relations executive, to PR Newswire, New York teletype service which processes news releases to metropolitan New York newspapers, as director of editorial services.

MANUFACTURING

JOHN R. SIRAGUSA appointed coordinator of styling, sales and engineering for electronic products division of Admiral Corp., Chicago.

MR. BENJAMIN

JOSEPH N. BENJAMIN, formerly executive v.p. of Pilot Radio Corp., Long Island City, N.Y., appointed president of Bogen-Presto Div. of The Siegler Corp., N.Y., replacing **LESTER H. BOGEN,** resigned.

RAY B. COX, general manager of Hoffman Sales Corp. of California, appointed v.p. and general manager of Consumer Products Div., Hoffman Electronics Corp., L. A.

DONALD W. MOFFETT, consultant on various semiconductor activities at Sylvania Electric Products Inc., named manager of Aterial, Semiconductor Div., at Woburn, Pa.

EUGENE E. BROKER, manager of Sylvania's Shawnee, Okla., receiving tube plant since 1954, appointed manager of Sylvania Electronic Tubes subminiature tube plant in Burlington, Idaho. **OSCAR W. BIERLY,** manufacturing superintendent of Shawnee plant, succeeds Mr. Broker as manager there.

RICHARD C. WHITING, formerly Sylvania sales representative for Florida territory, responsible for sales of receiving tube, cathode ray tube and semiconductor products, appointed distributor sales manager, southeastern district, Sylvania Electronics Tube division, with headquarters in Atlanta.

DON C. LEITH, formerly v.p. of sales and engineering of Eastern Air Devices, Dover, N. H., appointed general sales manager of Price Electric Corp., Frederick, Md.

IRVING KOSS, marketing director for two-way mobile and portable products, Motorola Inc., Chicago, appointed marketing director for whole communications and industrial electronics division. **WILLIAM WEISZ** promoted from chief engineer to product manager, two-way and portable products.

ADM. JOSEPH P. PLICHTA (USN, ret.) appointed chief structural engineer of Development Engineering Corp., Washington, D. C. Adm. Plichta's duties at DECO include supervision of construction at La Plata, Md., of special interference-rejecting antenna which company developed for U.S. Army Signal Corps.

ALBERT E. BECKERS, German scientist and specialist in cathode ray research and development brought to U. S. after war by U. S. Navy, appointed engineering director of tube operations, Allen B. DuMont Labs. He succeeds **KENNETH A. HOAGLAND,** named director of color tube research and development.

CARMEN J. AUDITORE and **SHELDON NEWBERGER** appointed chief electronic and chief mechanical engineer, respectively, at Adler Electronics, New Rochelle, N.Y.

RUDOLF W. SELBMANN, formerly engineering manager of advanced development and research laboratory for Oak Mfg. Co., appointed chief engineer of Blonder-Tongue Electronics, subsidiary of Blonder-Tongue Labs, Newark, N.J.

TRADE ASSNS.

MISS ALEXANDER

MILDRED ALEXANDER, women's director, WTAR Norfolk, Va., elected governor of third district, Advertising Federation of America. Miss Alexander also is southeast region president of Women in Chambers of Commerce.

MILTON BERLE, star of NBC-TV's *Kraft Music Hall* will be guest of honor at dinner show to be presented by Academy of Television Arts & Sciences New York chapter early next year. Show, to honor and spoof Mr. Berle, will be produced by Max Liebman.

EDUCATION

WILLIAM C. DEMPSEY, coordinator, schools infor-

mation and technical services, Alameda County, California schools, named general manager of WQED (TV), Pittsburgh's community educational tv station. Mr. Dempsey formerly worked for WPIX (TV) San Francisco as program and production manager and director of education.

GARRY SIMPSON, formerly producer-director for NBC-TV, named producer-director for New York State Board of Regents Educational Television Project, which telecasts programs over WPIX (TV) New York during day.

MARLOWE D. FROKE, instructor in radio-tv department at U. of Illinois, to Pennsylvania State U.'s school of journalism as assistant professor of journalism.

INTERNATIONAL

H. GREENWAY, marketing v.p. of Lever Bros. Ltd., Toronto, Ont., to president on Dec. 31, succeeding **C. A. MASSEY,** who retires after 32 years with company.

J. D. HOULDING, v.p. of RCA Victor Ltd., Montreal, Que., for technical products, to v.p. and general manager.

JOHN MOORE, program manager of CJSP Leamington, Ont., to general manager of CHLO St. Thomas, Ont.

KEITH DANCY, commercial manager of CFCF Montreal, Que., to manager of CKSL London, Ont.

DAVE ROBERTSON appointed manager of Winnipeg office of Stovin-Byles Ltd., Toronto, station representative firm. Winnipeg office will be located at 325 Portage Avenue.

DENNIS FERRY, program manager of VOCM St. John's, Nfld., promoted to sales manager of VOCM.

LYMAN POTTS, formerly manager of CKSL London, Ont., to CJAD Montreal, Que., as production manager.

F. W. (BILL) BOOTH, formerly assistant production manager, MacLaren Adv., Toronto, joins Kenyon & Eckhardt's Toronto office as production manager.

HUGH GAUNTLETT, manager of national script department of Canadian Broadcasting Corp., Toronto, Ont., to Ontario regional talent relations officer of CBC, representing CBC and its networks in matters relating to performers' and musicians' unions. Mr. Gauntlett will continue to manage script department.

MAURIE BARRE to announcer staff of CJKL Kirkland Lake, Ont.

AL PORTEOUS, newscaster of CHUC Cobourg, Ont., to same post at CHEX Peterborough, Ont. **CHUCK COLLINS,** announcer of CJBQ Belleville, Ont., to announcer staff of CHEX.

T. K. OLIVER, CBU Vancouver, B.C., and **ROBERT BRAZIL,** CBM Montreal, Que., were winners in annual Canadian Aviation Writing awards for scripts on aviation heard on Canadian Broadcasting Corp. stations.

MILESTONES

'Face the Nation' Observes Start of Fifth Year on Air

CBS' radio-tv *Face the Nation* yesterday (Nov. 9) marked the start of its fifth year as it pointed to the three national broadcasting honors received in 1958—Peabody, Sylvania and Sidney Hill Foundation awards.

Produced by Ted Ayres, under the supervision of Theodore F. Koop, director of Washington CBS News and Public Affairs, *Face the Nation* had an auspicious beginning in 1954 when the late Sen. Joseph R. McCarthy (R-Wis.) appeared on the eve of the special Senate session called to debate a motion to censure him. Perhaps the most famous *Face the Nation* installment was in the summer of 1957 when Russia's Nikita Khrushchev made an unprecedented appearance [NETWORKS, June 10, 1957].

During the show's brief history eight heads of foreign governments have been interviewed, as well as 14 cabinet members and 55 senators, among others. *Face the Nation* is on CBS-TV Sundays, 12:30-1 p.m., EST, and on CBS Radio 9:30-10 p.m., EST, the same day.

► WJBK-TV Detroit celebrated its 10th anniversary Oct. 24. Mayor Louis C. Miriani proclaimed date "WJBK-Television Day."

► Joseph J. Micciche, veteran Southern California political authority, celebrated his silver anniversary of broadcasting election returns to Southern California radio audiences on Nov. 4. Mr. Micciche was heard this year for the first time on KMPC Los Angeles.

► Radio's oldest continuous religious program, *Church By the Side of the Road,* began its 35th year Oct. 5 on WLW Cincinnati. Show is now in its ninth year on WLWT (TV).

► WDBQ Dubuque, Iowa, celebrated its 25th anniversary on Oct. 30.

► CKGB Timmins, Ont., marked its 25th anniversary in October.

► Bob Kelley, KMPC Los Angeles sports director, is now in his 22nd season as play-by-play man on Los Angeles Rams football games.

► CFPL-TV London, Ont., observes its fifth anniversary on Nov. 28.

► WKST New Castle, Pa., has celebrated its 20th anniversary.

► Jack Brickhouse, WGN-TV Chicago sportscaster, chalked up his 1,500th major league baseball description with telecast of Sept. 21 Chicago Cubs-Los Angeles Dodgers contest.

► ABC-TV's *Voice of Firestone* (Mon. 9-9:30 p.m.) celebrates completion of 30 years of continuous broadcasting Nov. 24.

► Tucker Wayne & Co., Atlanta, Ga., a pioneer southern advertising agency, marked its 20th year on Nov. 1.

THE
AMPEX 351
WITH
ALL NEW ELECTRONICS
SEE YOUR AMPEX DEALER
AMPEX CORPORATION professional products division
854 Charter Street
Redwood City
California

For Action at Lowest Cost

86% of CBS Commercial Time is ordered on*
WTHI-TV
TERRE HAUTE
INDIANA
Channel 10
*Basis: 1958 Fall Schedule
Bolling Co., New York · Chicago
Dallas · Los Angeles
San Francisco · Boston

75 Nations Employ Facilities To Broadcast UN Music Concert

A major international concert broadcast was made possible on Oct. 24 through the United Nations, the engineering skills and broadcast facilities in 75 nations and a trans-Atlantic cable "souped-up" to provide two-way, 6,500 cycle broadcast channels.

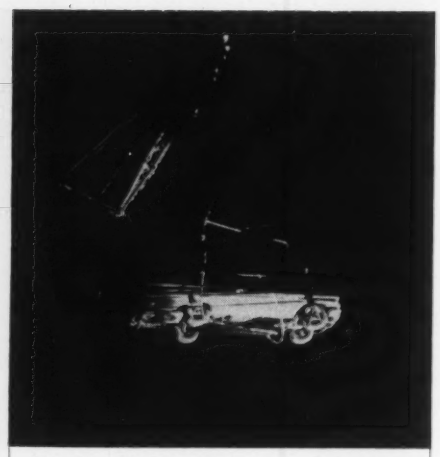
The two-hour program—featuring the Boston Symphony Orchestra, Charles Munch, Pablo Casals, Mieczyslaw Horszowski, David Oistrakh, Yehudi Menuhin, L'Orchestre de Chambre de la Radiodiffusion-Television Francaise and Ernest Ansermet's L'Orchestre de la Suisse Romande—was split into three segments, the first originating from New York, the second from Paris and the third from Geneva. Via the two-way cable, the program was heard simultaneously throughout much of the Americas and Western Europe, some outlets carrying portions on delayed broadcast and some tv outlets by videotape.

The United Nations presented the program to celebrate its 13th anniversary.

In the U. S., ABC Radio carried the program from 9-11 p.m. Oct. 24; CBS Radio from 4:00-6 p.m. Carrying the show as it was presented (3-5 p.m.) was the Eastern Network of Canadian Broadcasting Corp., WQXR-AM-FM New York, WNYC-AM-FM New York, WBAI (FM) New York, WGMS Washington and stations in Puerto Rico (via RCA). NBC Radio carried the program Oct. 27 in distilled, one-hour form and the Concert Fm Network carried it in entirety Oct. 26—both on tape. Also slotting it; WGBH (FM) Boston (feeding a New England fm network) and WFMT (TV) Chicago (both Oct. 25); WIP Philadelphia (Oct. 27), and the National Assn. of Educational Broadcasters.

CBS-TV videotaped the concert and broadcast it in edited form Oct. 26 at 11 a.m.; CBC-TV carried an instantaneous transmission for 30 minutes. Two New York tv outlets—WOR-TV and WPIX (TV)—picked up one hour of camera work the afternoon of the concert.

Westinghouse Broadcasting Co. taped the entire two-hour United Nations Day concert and presented it on WBC's am and fm stations on a schedule varying from station to station.



IN-THE-AIR, as well as on-the-air, were promotion highlights of the "Sky High Introduction" of the 1959 Chevrolet by Lownsbury Chevrolet in cooperation with WOHO Toledo, Ohio. To match its "Sky High Deals," the car dealer utilized a crane to lift the new model and its passenger-announcer, Joe Augello, 100 feet over the tied-up traffic of Toledo's Front St. While spotlights played on the dangling vehicle, Mr. Augello broadcast the advantages of dealing for an automobile at Lownsbury's.

WPEN Listeners Attend Premiere

Approximately 10,000 requests for tickets were received by WPEN Philadelphia after nine spot announcements in two days were aired to invite listeners to be its theatre guests at the world premiere of "Enrico," starring Burgess Meredith. Every letter and post card was answered with two tickets or a "regret" letter, WPEN said. The theatre party, which was a "first" for WPEN, was also attended by all of the station's personalities, who autographed pictures and programs before curtain time and during intermission.

Hope to Recruit Scouts for NBC

Young men of high school age will be urged by Bob Hope to join the new Boy Scouts of America Explorer program in an hour-long, live, NBC-TV telecast, "Exploring With Hope," on Nov. 29. Mr. Hope will emcee the special presentation, which will immediately follow the network's Army-Navy football game coverage. Originating in Hollywood, the show will feature skindiving, water sports and other explorer activities. Performers on the show will include: Ben Alexander, Mollie Bee, The Bob Mitchell Boys Choir, Les Brown and his orchestra, and Damiani and his Starlight Symphony. Dr. Arthur A. Schuck, chief B.S.A. executive will induct a new Explorer into the organization, and Alfred Steele, president of Pepsi-Cola, will speak briefly.

WWLP (TV) Dedicates Tv Chapel

A televised dedication mass last month celebrated the opening of the Chapel of Christ of the Airwaves, built by WWLP (TV) Springfield-Holyoke, Mass., and reportedly is the first permanent tv chapel in the country.

The Most Rev. Christopher J. Weldon, Bishop of Springfield, was the celebrant of the mass which is part of a weekly telecast of *The Chalice of Salvation* program. The chapel, complete with altar, pews and organ, will be used for a variety of religious programs of various faiths, WWLP reported.

KACE Publishes News Magazine

More than 60,000 homes in the KACE Riverside, Calif., coverage area each month receive by mail the new monthly news magazine, *K-ACE Impact*, which began regular publication last month, General Manager Ray Lapica has announced. Included in the publication are news articles, editorials, a women's page and feature stories. A calendar of events in the four major cities in the area as well as KACE's program log are also carried. Advertisers are offered space in *Impact* and air time in one promotion package.

KWKW Picnic Draws 45,000

An estimated crowd of 45,000 Latin-Americans attended the fifth annual family picnic sponsored by Spanish language station KWKW Pasadena, Calif., in cooperation with many of the station's sponsors. Guests at the picnic in Lincoln Park last month included Gov. and Mrs. Goodwin J. Knight and Carlos Courrielche, president of the Los Angeles Mexican Chamber of Commerce. A four-hour continuous broadcast of Latin entertainment direct from the park was sponsored by a bread company. Other sponsors donated merchandise and products which were awarded winners of various contests.

Engineers Talk Shop on KELE-FM

More than 2,000 engineers in Arizona are participating in a 13-week series of half-hour discussion programs entitled *Engineers Forum* on KELE-FM Phoenix. Originated by Herb Ross, general manager of KELE-FM, the series is designed to furnish a means of "greater communication" of rapid scientific discoveries so that the area's engineers can keep up with new developments. The unsponsored, educational programs will be offered for use in schools through the National Assn. of Educational

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings
1

Broadcasters. Commercial stations may also re-broadcast the tapes on a sustaining basis.

WOOD-TV Houses Go on Market

Representatives from WOOD-TV Grand Rapids, Mich., the Rycenga Manufactured Homes Co. and 12 other Michigan construction companies recently celebrated the completion of the "1958 House That WOOD-TV Built" promotion campaign at an official inspection of one of the four houses.

During the three-month campaign the houses located in Grand Rapids, Alma, Mount Pleasant and Battle Creek were the subjects of 75 weekday telecasts, 15 weekly programs and 15 special remote telecasts. More than 20,000 persons attended the first public showings of the homes. Two of the $30,000 homes were sold before or during the open house inspections. The Rycenga Co. reported more than 100 serious inquiries about their homes and other participating sponsors received similar public reaction after the telecasts or from the product displays in the houses, WOOD-TV said. Plans are being made for the 1959 house project now, it was reported.

WLOL Mystery Sound Solved

Mrs. Jerry Kaufer of St. Paul, Minn., knows a flour sifter when she hears one.

J. Peter Boysen of WLOL Minneapolis conducted his Mystery Sound Contest trying to fool the ladies, reports the station. Well, Mrs. Kaufer just wasn't being fooled; she didn't even have to hear Mr. Boysen's clues to recognize the sifter. And for guessing the WLOL mystery sound number five she received over $1,000 in prizes. WLOL reports that cards for the contest have been coming in at the rate of 3,500-4,000 per week. The contest is expected "to run for some time to come," says the station.

Patrolman Turns D.J. on WSUN

WSUN St. Petersburg, Fla., and a state highway patrolman have combined talents in a Saturday record show designed to teach traffic safety. Host for WSUN's 9:30-10 p.m. d.j. show is Safety Officer Whitey Knutsen who speaks informally on speeding, traffic violations, driving licenses, etc., in between playing records popular with the younger driving group. Frequent guests on Officer Knutsen's show are other highway patrolmen and high school students who are enrolled in school driver's training programs.

KRCA (TV) Gives Island Trips

Twenty round-trip tickets to Hawaii via Transocean Airlines are being awarded winners of a two-week contest promoting the NBC-TV daytime shows on KRCA (TV) Los Angeles. Cards from viewers are drawn from a drum to determine contestants, who are then called to answer questions about the programs. The contest is conducted each weekday during two afternoon movie shows, *Frandsen's Feature* and *McElroy's Movie.*

MYSTERY CAKE

Madison Ave. advertising executives were greeted Tuesday (Nov. 4) morning with a birthday cake distributed by station representative Donald Cooke Inc., New York. But they couldn't discern whose birthday they were celebrating since no explanation was enclosed. By calling Cooke at Judson 2-2727 they learned it was the 12th birthday for CKVL Montreal. The technique enabled Cooke's representatives to give a personal "pitch" for CKVL instead of the usual card announcement.

WHDH Mobile Unit Set to Travel

A new mobile radio studio was rolled into operation last week at WHDH Boston. With a regular schedule of weekly broadcasts arranged, WHDH has tied-in with A & P stores to make a strong bid for women listeners by broadcasting direct from the area's shopping centers. The custom-built mobile studio furnishes facilities for live broadcasting, engineering equipment and living quarters including a shower, range, refrigerator and other conveniences. According to William B. McGrath, vice president and general manager of WHDH, the station will benefit from the billboard value of the studio.

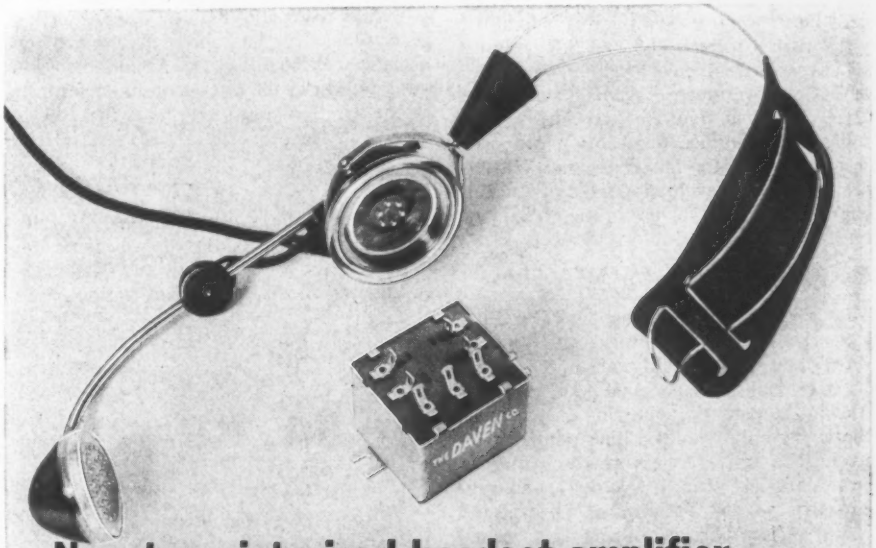
WCAU-AM-TV Start Panel Series

Two public affairs programs, one new and one returning after a year's absence, have been scheduled by WCAU-AM-TV Philadelphia. On Thursday (Nov. 13) Pearl S. Buck, Nobel and Pulitzer prize winner, will open the new weekly series, *University Round Table*, on WCAU. Miss Buck will lead a panel discussion on the topic, "Should Communist China be admitted to the United Nations?" John Melby, director of foreign students, U. of Pennsylvania, will be moderator for a panel of three students.

On Nov. 2, WCAU-TV returned to the air its 1952 Peabody award winning program, *What in the World*, which was last presented in 1957. The anthropological and archeological series is a weekly presentation of the WCAU-TV Dept. of Public Affairs and the University Museum of the U. of Pennsylvania. Dr. Froelich Rainey, director of the museum, is again moderator as a panel of experts try to identify ancient objects.

KNOE Promotes Model Home Show

A model home exhibit sponsored by KNOE Monroe, La., attracted more than 5,000 persons the first day (Oct. 13), after a "modest schedule" of advance promotion announcements by the station. The project was initiated by KNOE in cooperation with the Louisiana Power & Light Co. and Magnolia Builders as a public service to acquaint residents with the latest advances in home



New transistorized headset amplifier for TV studio communication

Daven announces a new Transistorized Interphone Amplifier, Type 90, which provides a marked improvement in studio communications. As a companion unit to the Western Electric Type 52 headset, advantages of this transistorized amplifier over the normal induction coil are:

1. A gain of 20 db.
2. Mounts directly in place of the induction coil.
3. Sidetone automatically adjusts when additional stations join the circuit. Receiver level minimizes local acoustical interference.
4. No significant increase in power consumption.
5. Permits up to 32 stations.
6. Manual control with external variable resistor, if desired.
7. Operates from 24 volt "Talk Bus" independent of polarity.

Write today for further information.

THE DAVEN CO.
LIVINGSTON, NEW JERSEY

TODAY, MORE THAN EVER, THE DAVEN © STANDS FOR DEPENDABILITY

construction. Demonstrations of household appliances were held periodically during the week-long exhibition.

WIIC (TV) Invites Club to Lunch

The Pittsburgh Radio-Tv Club, which normally holds its weekly luncheon meeting at a downtown hotel, last week was entertained by WIIC (TV) Pittsburgh as guests at the station's new luncheon-variety show, *Luncheon at the Ones*. Some 70 radio, television and advertising men and women substituted for the usual women's studio audience, and also participated in various stunts.

KPHO Needle Hunt Aids Boys Club

The *Larry Burroughs Show* on KPHO Phoenix originated live for two hours Oct. 25 from the windows of a Phoenix furniture store where two teams of Boys Club members searched through haystacks for two hidden needles. Bob Wilson, owner of the store, donated $100 to the United Fund to be designated for Boys Club activities. The winning team received $15 for its own treasury, and $10 went to the losing squad, while the finder of the needle won $2. KPHO treated the competing teams to lunch after the show.

WMCA Programs on Way to Russia

WMCA New York has reported that the State Dept. said five programs submitted by the station for the U.S.-U.S.S.R. cultural exchange program have been forwarded to the Soviet government. WMCA noted that it has offered to translate into Russian any of the public service programs it proposed for broadcast in the Soviet Union. WMCA is examining and evaluating a list of Russian programs available for use in the U. S.

Miss Gerrity Tours for NTA Show

As a means of promoting the NTA Film Network's *This is Alice* program, Patty Ann Gerrity, the ten-year-old star of the series, has been making a personal tour of major cities in the country, appearing on tv shows, meeting tv editors and visiting points of interest. The child actress was set to visit New York last Friday (Nov. 7) and subsequently go to Washington, D. C., and Dallas. Miss Gerrity already has visited San Francisco, Seattle, Tacoma, Chicago, Minneapolis, St. Paul and Detroit.

Timebuyers Guess KFWB Ratings

KFWB Los Angeles, which started its "color radio" operation last January, is promoting its increased ratings with a contest for timebuyers, locally and nationally. Entitled "Rocketing Ratings," the contest, which closed Oct. 15 and will be judged in January, offers a prize of a week's vacation for two in Florida to the timebuyer who guesses the most correct estimate of KFWB's ratings as they will appear in either the November-December Hooper ratings or the November-December Pulse.

Mass. Legion Sponsoring Series

WNAC Boston and the Yankee Network have started a weekly 15-minute program featuring a specially written series on Communism sponsored by the American Legion Un-American Activities Committee, Dept. of Massachusetts Inc.

Speakers for the series premiere broadcast Oct. 19 were Richard Arens, director of the House Un-American Activities Committee; Massachusetts' Gov. Foster Furcolo, and Frank Nietupski, Mass. state commander of the American Legion. The purpose of the broadcasts is to give the history of the Communist movement, as well as informing New Englanders of Communism's threats to American freedoms.

Listeners Guess KERV's Debut

In a 10th anniversary promotion contest, KERV Kerrville, Tex., asked listeners to guess the exact minute of the official broadcast opening of the station a decade ago, when its call letters were KEVT. The "catch" in the contest, KERV explained, is that the answer taken from newspaper files is not correct. More than 80 prizes were to be awarded at an open-house yesterday (Nov. 9).

History Series Aids Aliens

WRCA-TV New York is presenting a new public service series, *For the People* (Sun. 11:30 a.m.-12 noon), which is designed to serve aliens as an aid toward naturalization as well as reacquaint citizens with American history and their heritage of freedom. Leon Pearson, WRCA-TV commentator, will serve as host in the discussion of such topics as the U. S. Constitution and the Bill of Rights, government agencies, rights and duties of citizens and the various branches of the government.

WTTM Shares in Parade Plans

The third annual search for a "Harvest Queen" of the Delaware Valley area is underway at WTTM Trenton, N. J., in cooperation with Lit Brothers department store. The winner, who will be selected Nov. 17 in a contest at Lit Brothers, will reign over the store's Thanksgiving Day parade. Tom Durand of WTTM is scheduled to emcee the contest stage show.

Voice Guesser to Win a Lot

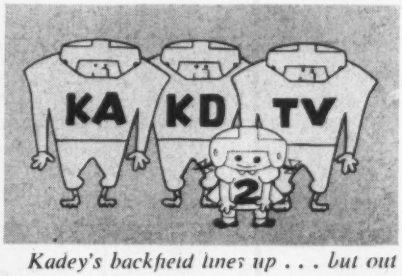
Clues to the identity of a mystery personality are broadcast every hour on the hour in the "Listen a Lot and Win a Lot" October contest on KBIG Santa Catalina, Calif. The first correct reply to the who-am-I mystery man contest will win a $3,000 residential lot in the new Boron Valley community of California City.

New Program for Sacred Heart

The sixth production of the Sacred Heart Program originating in St. Louis, a five-minute prayer and meditation titled *Moments with the Sacred Heart,* will be ready for world-wide distribution next month, according to an announcement by the Program. Speakers on the *Moments* will be regular staffers of the Sacred Heart Hour, it was reported. "Heart of Jesus, May Thy Reign" will be the opening and closing theme, as sung by the Scholastic Choir of St. Louis U. The Sacred Heart Program has a station coverage of "1,000 stations on five continents."

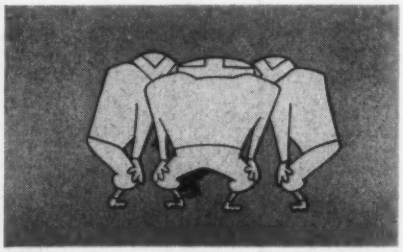
KADEY COMES TO LIFE

Kadey, the symbol KDKA-TV Pittsburgh uses in its IDs, has become animated for the occasion of Pittsburgh's coming bi-centennial. The station's mascot, created four years ago by Promotion Manager David N. Lewis, has been seen on the air and off, in more than 250 life-size cutouts and on 1.5 million letters sent to agencies, advertisers and viewers.

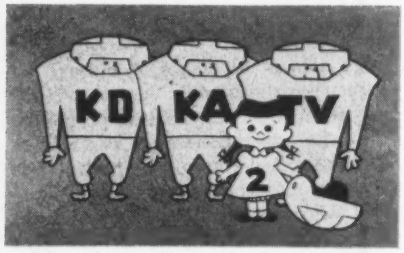


Kadey's backfield lines up . . . but out of position.

The accompanying stills are from one of five cartoons prepared to test viewer reaction. Subjects include Kadey at Pittsburgh landmarks and familiar civic activities. Another of the cartoon sequences is used to promote KDKA-TV's telecasts of the Pittsburgh Steelers football games. Further animated cartoons featuring the mascot are in production. They will promote both the bi-centennial and upcoming KDKA-TV events.



That calls for signals off and a quick huddle. . . .



Then they peel out in the correct formation.

Station Authorizations, Applications

As Compiled by BROADCASTING

Oct. 30 through Nov. 5

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant. —antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

ACTION BY FCC

Sacramento, Calif.—Capitol Tv Co.—Granted ch. 40 (626-632 mc); ERP 20.2 kw vis., 10.9 kw aur.; ant. height 290 ft. Estimated construction cost $26,333, first year operating cost $43,200, revenue $64,000. P.O. address Box 608, West Sacramento, Calif. Studio and trans. location 3400 Capitol Ave., West Sacramento. Geographic coordinates 38° 34′ 47″ N. Lat., 121° 33′ 47″ W. Long. Trans. RCA, ant. RCA. Consulting engineer Harry Bartolomei, 6023 Ocala St., Hayward, Calif. Owners are **Melvyn Lucas** (30%), **Clarence Holien, Henry Deane** and **Frederick Hughson** (each 20%) and **Harry Bartolomei** (10%). Mr. Lucas is auto salesman and part-time employe of Jack L. Stoll & Assoc., station broker. Messrs. Holien, Deane and Hughson are in auto sales. Mr. Bartolomei is chief engineer and operation director, KLAS-TV Las Vegas. Announced Nov. 5.

APPLICATIONS

Christiansted, St. Croix, Virgin Islands—Supreme Bcstg. Co., ch. 8 (180-186 mc); ERP 3.15 kw vis., 2 kw aur.; ant. height above average terrain 471 ft., above ground 70 ft. Estimated construction cost $62,200, first year operating cost $71,000, revenue $80,000. P.O. address Darlington Bldg., Mayaguez, P. R. Studio-trans. location near Christiansted. Geographic coordinates 17° 45′ 10″ N. Lat., 64° 44′ 5″ W. Long. Trans. DuMont ant. Alford. Legal counsel Loucks, Zias & Jansky, Washington. Consulting engineer George A. Mayoral, WJMR-TV, Jung Hotel, New Orleans. Applicant, licensee of **WORA-TV Mayaguez,** is owned 69% by **Radio Americas Corp. (WORA Mayaguez** and minority interest in **WIAC San Juan** and **WPRP Ponce,** all **Puerto Rico**), and 28% by **Supreme Bcstg. Co. of Louisiana (WJMR-AM-TV** and **WRCM-FM,** all **New Orleans**). Announced Nov. 4.

Charlotte Amalie, St. Thomas, Virgin Islands—Supreme Bcstg. Co., ch. 10 (192-198 mc); ERP 3.15 kw vis., 2 kw aur.; ant. height above average terrain 1,473 ft., above ground 70 ft. Estimated construction cost $65,200, first year operating cost $71,000, revenue $80,000. P.O. address Darlington Bldg., Mayaguez, P. R. Studio-trans. location Mountain Top Estates, near Charlotte Amalie. Geographic coordinates 18° 21′ 12″ N. Lat., 64° 56′ 53″ W. Long. Trans. DuMont, ant. Alford. Legal counsel Loucks, Zias & Jansky, Washington. Consulting engineer George A. Mayoral, WJMR-TV, Jung Hotel, New Orleans. See Christiansted application above for ownership. Announced Nov. 4.

Existing Tv Stations

ACTION BY FCC

KALA (TV) Wailuku, Maui, Hawaii—Granted temporary authority to operate on ch. 7 for period ending Jan. 30, 1959; grant is without prejudice to any action which Commission may take with respect to petition for rule making filed by Hawaiian Bcstg. System Ltd., to substitute ch. 7 for ch. 8 in Wailuku. Announced Nov. 4.

CALL LETTERS ASSIGNED

WILX-TV Onondaga, Mich.—Television Corp. of Mich., ch. 10. Changed from WFTV.

KULR Kalispell, Mont.—KGEZ-TV Inc., ch. 2. Changed from KGEZ-TV.

WLYH-TV Lebanon, Pa.—Triangle Publications Inc., ch. 15. Changed from WLBR-TV.

Translators

ACTIONS BY FCC

Anderson Valley Television Inc. (% Robert L. Rawles, P.O. Box 525), **Boonville, Calif.**—Granted cp for new tv translator station on ch. 71 to serve Boonville and Philo by translating programs of **KPIX San Francisco.** Announced Nov. 5.

Wallowa Valley Tv Assn. Inc. (% Wayne McFetridge, Enterprise, Ore.), **Wallowa Valley, Ore.**—Granted cp for new tv translator station on ch. 71 to translate programs of **KHQ-TV Spokane, Wash.** Announced Nov. 5.

APPLICATIONS

Big Sandy Valley, Ariz.—Mohave County Board of Supervisors, ch. 72; ERP 64 w. P.O. address Box 390, Kingman, Ariz. To translate programs of **KLRJ-TV Henderson, Nev.** Announced Oct. 30.

Chloride, Ariz.—Mohave County Board of Supervisors, ch. 77; ERP 32 w. P.O. address Box 390, Klingman, Ariz. To translate programs of **KLAS-TV Las Vegas, Nev.** Announced Oct. 30.

CALL LETTERS ASSIGNED

K77AL, K83AI Spencer, Iowa—Spencer Area Television Inc.

K75AL Spirit Lake, Iowa—Spencer Area Television Inc.

New Am Stations

ACTIONS BY FCC

Columbus, Ga.—Radio Muscogee—Granted 1340 kc, 250 w unl. P.O. address % Eathel Holley, 5800 Brookgreen Rd., N.E., Atlanta, Ga. Estimated construction cost $5,202, first year operating cost $24,000, revenue $48,000. Owners are **Eathel Holley**

WEST COAST
$200,000
Low frequency in good market. Good profits. Price includes some accounts receivable. 29% down, balance over 8 years.

DAYTIME INDEPENDENT
$75,000
A small market operation showing a very nice profit. Some terms available.

MIDWEST DAYTIMER
$80,000
Profitable under absentee ownership. Ideal for owner-operator. $25,000 down. Excellent terms on balance.

MICHIGAN DAYTIMER
$200,000
Located in one of Michigan's top markets. 1957 showed 25% profit on volume. Terms to qualified buyer.

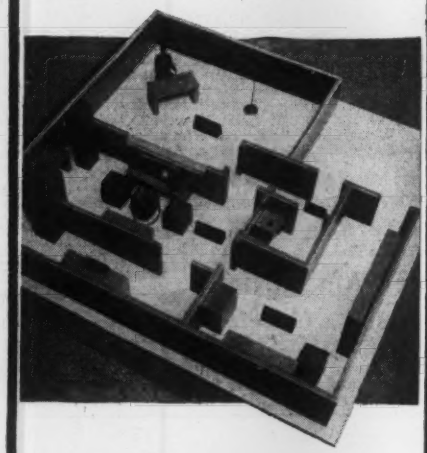
OHIO DAYTIMER
$120,000 cash
Metropolitan area. Excellent potential for owner-operator. Presently profitable although under absentee management.

Call HAMILTON · STUBBLEFIELD · TWINING and Associates, Inc.

BROKERS — RADIO AND TELEVISION STATIONS — NEWSPAPERS

SAN FRANCISCO	DALLAS	CHICAGO	CLEVELAND	WASHINGTON, D. C.
111 Sutter St.	Fidelity Union Life Bldg.	Tribune Tower	2414 Terminal Tower	1737 DeSales St., N.W.
EX 2-5671	RI 8-1175	DE 7-2754	TO 1-6727	EX 3-3456

Planning a Radio Station?



One of RCA's three basic designs (Plans "A," "B," "C") for new or modernized stations may offer exactly the layout and facilities you require. Plan "B," for instance, provides the extra studio and storage space for efficient handling of the varied programs typical of a community or medium-size station. Studio, announce booth and record library room are part of this plan.

Now available free, without obligation, a complete station-planning brochure. Its floor plans, discussion of trends and equipment requirements may save you time and money. Write RCA, Dept. MB-22 Building 15-1, Camden, N.J.

RADIO CORPORATION of AMERICA

RCA Tmk(s) ®

(50%), **John A. O'Shields** and **Mary W. O'Shields** (each 25%). Mr. Holley is chief engineer, **WAOK Atlanta.** Mr. O'Shields is accountant. Mrs. O'Shields, former WAOK promotion manager, is in advertising. Announced Nov. 5.

Long Prairia, Minn.—KWAD Bcstg. Co.—Granted 1400 kc, 250 w unl. P.O. address 135 Central Ave., Valley City, N. D. Estimated construction cost $13,100, first year operating cost $32,000, revenue $36,000. Owners are **Robert E. Ingstad** (66%), **Marlin T. Obie** (33%) and **Mary Jean Ingstad** (0.667%). Mr. Ingstad is president and majority stockholder of **KOVC Valley City, KEYJ Jamestown** and **KBMW Wapheton,** all **North Dakota,** and **KWAD Wadena, Minn.** Mr. Obie is vice president and manager of KWAD. Mary Jean Ingstad is officer of KOVC, KBMW and KWAD. Announced Nov. 5.

Kimball, Neb.—Kimball Bcstg. Co.—Granted 1260 kc, 1 kw D. P.O. address % Tom H. Lutey, 305 S. Oak, Kimball, Neb. Estimated construction cost $33,000, first year operating cost $30,000, revenue $36,000. Owners are **Tom H. Lutey** (27%), **Conrad E. Bales, Joe C. Henry, Earl L. Vowers** and **H. M. Vowers** (each 6.25%) and others. Mr. Lutey is furniture retailer. Messrs. Bales and Henry are 8% owners of **KWIV Douglas** and 20% owners of **KIML Gillette,** both **Wyoming.** The Vowers brothers are in ranching and oil. Announced Nov. 5.

Aztec, N. M.—I. E. Shahan—Granted 1340 kc, 250 w unl. P.O. address 407 West Broadway, Farmington, N. M. Estimated construction cost $14,642, first year operating cost $48,000, revenue $60,000. Mr. Chahan, sole owner, is 13.6% owner of **Farmington Community Television Inc.** (community ant. system). Announced Nov. 5.

Ruidoso, N. M.—Ruidoso Bcstg. Co.—Granted 1340 kc, 250 w unl. P.O. address A. W. Davis Jr., Box 97, Paducah, Tex. Estimated construction cost $17,600, first year operating cost $18,000, revenue $24,000. Owners are **V. L. Hutchison, Oran Mowrey, A. W. Davis** (each 30%), and **Vic Lamb** (10%). Mr. Hutchison is in farm equipment and tv service. Mr. Mowrey is in furniture and tv service. Mr. Davis is District Attorney, 50th Judicial District of Tex. Mr. Lamb is newspaper editor and publisher. Announced Nov. 5.

Kingston, N. Y.—Austin E. Harkins tr/as **Big River Bcstrs.**—Granted 1550 kc, 500 w D. P.O. address % Mr. Harkins, Rte. 5, Lebanon, Pa. Estimated construction cost $24,020, first year operating cost $60,000, revenue $75,000. Mr. Harkins will be sole owner. Announced Nov. 5.

Bend, Ore.—Clarence Wilson—Granted 940 kc, 1 kw D. P.O. address Box 230, Klamath Falls, Ore. Estimated construction cost $13,193, first year operating cost $36,000, revenue $48,000. Announced Nov. 5.

Pierre, S. D.—Great Plains Bcstg. Corp.—Granted 1590 kc, 1 kw D. P.O. address Edward N. Davenport, Box 748, Rapid City, S. D. Estimated construction cost $9,760, first year operating cost $30,000, revenue $36,000. Owners are **Daniel C. Lesmeister, Edward N. Davenport, Kenneth R. Hankins** and **Keith R. Hankins** (each 25%). Mr. Lesmeister is production manager of KOTA-TV Rapid City, S. D. Mr. Davenport is technical supervisor of KOTA-TV. Kenneth Hankins is transmitter supervisor of KOTA-AM-TV and KOZY-FM, as is Keith Hankins. Announced Nov. 5.

APPLICATIONS

Denver, Colo.—Satellite Center Radio Co., 1550 kc, 10 kw D. P.O. address 1475 Fillmore St., Denver. Estimated construction cost $27,455, first year operating cost $84,000, revenue $96,000. Sole owner **John L. Buchanan** also owns **KWBY Colorado Springs, Colo.** Announced Nov. 3.

Okeechobee, Fla.—Sugarland Bcstg. Co., 1570 kc, 1 kw D. P.O. address Box 1027, Arcadia, Fla. Estimated construction cost $20,825, first year operating cost $20,000, revenue $28,000. **Francis Denmead,** sole owner, is motelman, etc. Announced Nov. 3.

Montezuma, Ga.—Macon County Bcstg. Co., 1050 kc, 1 kw D. P.O. address Box 306, Montezuma. Estimated construction cost $11,470, first year operating cost $36,000, revenue $48,000. **William E. Blizzard Jr.,** employe of WMJM Cordele, Ga., and insurance man **Lewis H. McKenzie** are equal partners. Announced Nov. 5.

Waco, Tex.—Hart of Texas Bcstrs., 940 kc, 250 w D. P.O. address Apt. 906, 554 S. Summit, Fort Worth, Tex. Estimated construction cost $29,750, first year operating cost $60,000, revenue $72,000. Sole owner **James G. Ulmer** is former broadcaster, lately engaged in real estate. Announced Nov. 3.

Port Angeles, Wash.—John W. Mowbray, 1260 kc, 1 kw D. P.O. address 890 Rosemont, Bellevue, Wash. Estimated construction cost $12,535, first year operating cost $39,600, revenue $48,000. Mr. Mowbray, sole owner, is 50% partner in **KASY Auburn, Wash.** Announced Nov. 5.

West Allis, Wis.—Suburbanaire Inc., 1590 kc, 1 kw D. P.O. address % Herbert L. Mount, 2040 W. Wisconsin Ave., Milwaukee. Estimated construction cost $54,815, first year operating cost $78,200, revenue $88,090. Owners are **Herbert L. Mount,** attorney and **Neil K. Searles,** former general manager of **WFOX** Milwaukee, each 32%, and others. Announced Oct. 30.

Existing Am Stations

ACTIONS BY FCC

WEUP Huntsville, Ala.—Granted increase of power from 1 kw to 5 kw, continuing operation on 1600 kc D. Announced Nov. 5.

WGTC Greenville, N. C.—Granted mod. of license (1590 kc, 1 kw N, 5 kw LS, DA-N) to eliminate nighttime hours of operation. Announced Nov. 5.

WBRV Boonville, N. Y.—Granted increase of power from 500 w to 1 kw, continuing operation on 900 kc D. Announced Nov. 5.

WPAC Patchogue, N. Y.—Granted change on 1580 kc from 5 kw DA-D to 5 kw N, 10 kw D, Canadian restricted. Comr. Lee dissented. Announced Nov. 5.

WDAS Philadelphia, Pa.—Granted increase of daytime power from 1 kw to 5 kw, continuing operation on 1480 kc, 1 kw N, DA-2; engineering conditions. Announced Nov. 5.

KITN Olympia, Wash.—Granted change of facilities from 1440 kc, 500 w D to 920 kc, 1 kw D; remote control permitted. Announced Nov. 5.

APPLICATIONS

WFMH Cullman, Ala.—Cp to change hours of operation from daytime to unl., using power of 500 w, 5 kw LS; change ant.-trans. location; install DA for nighttime use and make changes in ground system.

KWHW Altus, Okla.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KYJC Medford, Ore.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WHOP Hopkinsville, Ky.—Cp to increase daytime power from 250 w to 1 kw and make changes in transmitting equipment.

WSMN Nashua, N. H.—Cp to change hours of operation to unl., using power of 5 kw night and day and change from directional ant. daytime to directional ant. day and night.

WWRI West Warwick, R. I.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WKDA Nashville, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

CALL LETTERS ASSIGNED

WDVE Dadeville, Ala.—J. C. Henderson, 910 kc.

KPON Anderson, Calif.—Universal Electronics Network, 1580 kc.

WBNR Beacon, N. Y.—West Shore Bcstg. Co., 1260 kc.

KAGI Grants Pass, Ore.—Southern Oregon Bcstg. Co., 1340 kc. Changed from KUIN, effective Dec. 5.

WDAR Darlington, S. C.—Community Bcstrs., 1350 kc. Changed from WPFD, effective Jan. 1, 1959.

KEEE Nacogdoches, Tex.—Stone Fort Bcstg. Co., 1230 kc. Changed from KOSF, effective Nov. 15.

WTMB Tomah, Wis.—Tomah-Mauston Bcstg. Co., 1220 kc.

New Fm Stations

ACTIONS BY FCC

Hartford, Conn.—The Conn. Bcstg. Co.—Granted 102.9 mc., 7 kw unl. P.O. address 869 Blue Hills Ave., Hartford, Conn. Estimated construction cost $14,500, first year operating cost $10,000, revenue —none expected due to duplication of am programs. **Franklin M. Doolittle** is 59.7% owner of Conn. Bcstg. which also owns **WDRC Hartford** and 5.68% of **Concert Network Inc.** which owns **WXCN-FM Providence, WHCN-FM Hartford, WBCN-FM Boston** and **WNCN New York.** Announced Nov. 5.

Midland, Tex.—Fm Associates—Granted 92.3 mc, 3.4 kw. P.O. address 317 N. Colorado St., Midland, Tex. Estimated construction cost $13,000, first year operating cost $7,200, revenue $7,200. Owners are **Rudolph M. Rubin Jr., James R. Favors** and **William R. Mettler,** each 30%, and **Wallace R. Jackson,** 10%. Mr. Rubin is in photo and hi-fi equipment. Mr. Favors is petroleum engineer, Mr. Jackson is in advertising, Mr. Mettler is chief engineer of KRIG Odessa, Tex. Announced Nov. 5.

Existing Fm Stations

CALL LETTERS ASSIGNED

KUFM El Cajon, Calif.—Kenneth C. Forror, 99.3 mc.

KSFV San Fernando, Calif.—San Fernando Bcstg. Co., 106.3 mc.

WYBC-FM New Haven, Conn.—Yale Bcstg. Co., 103.1 mc.

KTOP-FM Topeka, Kan.—Charles B. Axton, 106.9 mc.

WEBR-FM Buffalo, N. Y.—WEBR Inc.

WOBN Westerville, Ohio—Otterbein College.*

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COLLINS

Ownership Changes

ACTIONS BY FCC

WMGY Montgomery, Ala.—Granted (1) assignment of license to **Radio Montgomery Inc. (L. D. Hargreaves,** president); involves lease of real estate and equipment for 10 years at annual rental of $7,200 with option to purchase property within that time for $100,000, and other agreements, and (2) renewal of license. Announced Nov. 5.

WSPB Sarasota, Fla.—Granted transfer of control from **Robert C. Jones,** et al., to **Community Bcstg. Corp. (WALL Middletown, N. Y.);** consideration $335,000. Announced Nov. 5.

WMT Cedar Rapids, Iowa; KWMT Fort Dodge, Iowa—Granted transfer of control from **William B. Dolph** and **William B. Quarton,** trustees, and **F. E. McMillen,** trustee, to **Helen Shaffer Mark, Helena Mark Hermann,** and **Herbert M. Bingham,** trustees, and **F. E. McMillen** and **Robert L. Hood,** co-trustees; no monetary consideration. Announced Nov. 5.

WXYZ Detroit, Mich.—Granted application to move trans. and studio to about two miles north of city limits and west of **Oak Park.** Operates on 1270 kc, 5 kw DA-N unl. Announced Nov. 5.

WNRC-AM-FM New Rochelle, N. Y.—Granted transfer of control from **Donald** and **Frances Daniels** to **Radio Westchester Inc. (Martin Stone,** president, and **E. Monroe O'Flyn,** vice president, own WVIP Mount Kisco); consideration $300,000. Announced Nov. 5.

KPRC-FM Houston, Tex.—Granted assignment of license to **Paul E. Taft,** tr/as **Taft Bcstg. Co.** (minority interest in KGUL-TV Houston and KJIM Fort Worth); consideration $20,000. Announced Nov. 5.

APPLICATIONS

KOFA Yuma, Ariz.—Seeks transfer of control (100%) of licensee **(Broadcasters Inc.)** from **Henry** and **Dorothy Schechert** to **Thomas J.** and **Angie M. Wallace** in exchanging for real property. Wallaces own 50% of **KTKT Tucson.** Announced Nov. 5.

KEAR (FM) San Francisco, Calif.—Seeks assignment of license from **Electronic Service Corp.** to **Family Stations Inc.** for $100,000. Purchasers are equal partners **Harold Camping** and **Lloyd Lindquist,** construction executives, and **Richard Palmquist** missionary broadcaster in Alaska. Announced Oct. 31.

WCTW (FM) New Castle, Ind.—Seeks acquisition of negative control (50%) of licensee **(Courier-Times Inc.)** by **Adaline D. Chambers** and **Robert S. Hunter Jr.,** trustees, through purchase of stock from **Allen C. Hiner** by corporation. Mrs. Chambers and Mr. Hunter formerly held 48.5%. Announced Oct. 30.

WILD Boston, Mass.—Seeks assignment of license from **Bartell Bcstrs. Inc.** to **Nobel Bcstg. Corp.** for $200,000. Purchaser **Nelson B. Nobel** is in industrial scrap, real estate, etc. Announced Oct. 30.

WBET-AM-FM Brockton, Mass.—Seeks involuntary transfer of control of licensee **(Enterprise Pub. Co.)** from **Charles L. Fuller,** individually and as trustee for **Alice M. Dunbar** to **Home National Bank** and **Louise F. Sampson,** executors of estate of Mr. Fuller, and Home National as trustee for Alice M. Dunbar. Announced Oct. 30.

WKBZ Muskegon, Mich.—Seeks transfer of control (100%) of licensee **(Ashbacker Radio Corp.)** from **Arch Shawd** to WKBZ Radio Corp. (equal partners **Frederick L. Allman, Walter Patterson** and **Robert K. Richards)** for $200,200. Buyers are also equal partners in **WTRX Bellaire, Ohio** and **WKYR Keyser, W. Va.** Mr. Allman has minority interest in **WREL Lexington, Va.** Announced Oct. 31.

KBIA Columbia, Mo.—Seeks assignment of license from **Cecil W.** and **Jane A. Roberts** to **V. E. Carmichael** for $75,000. Mr. Carmichael has wired music and plastic interests. Announced Nov. 5.

KWRE Warrenton, Mo.—Seeks assignment of license from **W. T. Zimmerman** to **KWRE Radio Inc.** (equal partners **James S. Johnson** and **Harry G. Kline)** for $65,000, real estate not included. Mr. Johnson is with KWK St. Louis. Mr. Kline is food brokerage representative. Announced Nov. 3.

WWIT Canton, N. C.—Seeks transfer of control (90.72%) from **B. M. Middleton** (51.58%) et al six buyers, each to own 15.2%, two of whom **(W. Barry Medlin Jr.** and **Freda H. Burress)** with WWIT. Announced Nov. 4.

WKDN-TV Camden, N. J.—Seeks assignment of cp from **South Jersey Bcstg. Co.** to **Young People's Church of the Air Inc.** for $40,000. Buyer is non-stock organization. Its president. **Percy B. Crawford,** is licensee of **WMUZ-FM Detroit.** Announced Nov. 5.

KNBX Kirkland, Wash.—Seeks assignment of license from **W. A. Chamness** and **L. N. Ostrander,** d/b as **East Side Bcstg. Co.,** to Messrs. Chamness and Ostrander and **G. A. Wilson** (equal partners) d/b under same name. Mr. Wilson, KNBX general manager, is buying one-third for $9,984.64. Announced Oct. 31.

Hearing Cases

FINAL DECISION

By order, Commission adopted and made effective immediately Sept. 22 initial decision and (1) granted petition of Anaheim-Fullerton Bcstg. Co., to dismiss without prejudice its application for new am station to operate on 1190 kc, 1 kw, U, DA, in Anaheim-Fullerton, Calif., and (2) granted application of Radio Orange County Inc., for similar facilities in Anaheim. Commissioner Ford not participating. Announced Nov. 5.

INITIAL DECISIONS

Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of St. Anthony Television Corp. for new tv station to operate on ch. 11 in Houma, La. Announced Nov. 5.

Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of Twin City Bcstg. Co., for new am station to operate on 1340 kc, 250 w, U, in Lyons, Ga. Announced Nov. 5.

OTHER ACTIONS

By memorandum opinion and order, Commission granted petition by Florida Gulfcoast Bcstrs., for review of hearing examiner's ruling in the Largo, Fla., tv ch. 10 comparative proceeding, to extent of overruling his allowing City of St. Petersburg (WSUN-TV) to amend its application to increase proposed construction expenditures by $245,000 and change engineering staff, but denied petition insofar as it sought review of examiner's ruling permitting Bay Area Telecasting Corp., City of St. Petersburg, Suncoast Cities Bcstg. Corp., Tampa Telecasters Inc., and WTSP-TV Inc., to amend their applications to specify joint antenna site with Largo as principal community to be served, reduce antenna heights, etc. Commissioner Ford absent. Announced Nov. 5.

By memorandum opinion and order, Commission granted petition by WBRB Inc. (WBRB), Mt. Clemens, Mich., for review and reversal of chief hearing examiner's ruling, and permitted WBRB to re-enter hearing on am applications of Binder-Carter-Durham Inc. (WAMM), Flint, Mich., et al. Announced Nov. 5.

By memorandum opinion and order, Commission denied petition by Northwest Bcstrs. Inc., Bellevue, Wash., for reconsideration and clarification of Sept. 17 action remanding application for new am stations of Northwest and Rev. Haldane James Duff, Seattle, Wash., to hearing examiner for further hearing under amended issues and for preparation of a supplemental initial decision. Commissioners Lee and Cross dissented. Announced Nov. 5.

Commission on Nov. 5 directed preparation of a document looking toward (1) denying petition by Red River Valley Bcstg. Corp. (KRRV), Sherman, Texas, for stay of Sept. 3 decision which granted application of Gillespie Bcstg. Co. to change facilities of KNAF Fredericksburg, Texas, from 1340 kc, 250 w, U, to 910 kc, 1 kw, D pending action by Commission on KRRV petition for reconsideration, and (2) granting motion by KNAF to strike KRRV reply to former's opposition to petition for stay. Announced Nov. 5.

KPOJ Inc., Fisher Bcstg. Co., Tribune Publishing Co., Portland, Ore.—Designated for consolidated hearing applications for new tv stations to operate on ch. 2. Announced Nov. 5.

KMOR Oroville Bcstrs., Oroville, Calif.; James E. Walley, Yuba City, Calif.—Designated for consolidated hearing applications of KMOR (1340 kc, 250 w, U) for renewal of license and Mr. Walley for a new station with same facilities; made KCRA Sacramento, and KATO Reno, Nev., parties to proceeding. Announced Nov. 5.

Russell G. Salter Inc., Dixon Bcstg. Co., Dixon, Ill.; WRAC, WRAC Inc., Racine, Wis.—Designated for consolidated hearing applications of Mr. Salter and Dixon for new am stations to operate on 1460 kc, 1 kw DA, D, and WRAC to move trans. site and increase ant. height and radiation, continuing operation on 1460 kc, 500 w, D; made WBKV West Bend, Wis., party to proceeding. Announced Nov. 5.

WJWS, Old Belt Bcstg. Corp., South Hill, Va.; John Laurino, Scotland Neck, N. C.—Designated for consolidated hearing applications of Mr. Laurino for new am station to operate on 1280 kc, 5 kw, D, and WJWS to change facilities from 1370 kc, 1 kw, D, to 1280 kc, 5 kw, D, and install new trans. Announced Nov. 5.

Routine Roundup

PETITIONS FOR RULE MAKING FILED

E. Harold Munn Jr., Coldwater, Mich.—Requests amendment as follows: (1) Delete Sec. 3.21 (b) and substitute following: (b) Regional Channel—Regional channel is one on which several stations may operate with powers not in excess of 10 kw—primary area of station operating on any such channel may be limited as consequence of interference to given field intensity contour; (2) Delete Sec. 3.22 (c) (1) and substitute following: Class 111-A Station—Class 111-A station is Class 111 station which operates with power not less than one kw nor more than

Continued on page 104

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Reply only if you want to make ten thousand a year on number one station in central Florida. Full details first letter. Write Box 618G, BROADCASTING.

Radio time salesmen/saleswomen (4-5) experienced, mature, steady. Draw vs. comm. car allowance. Long Island station. Box 620G, BROADCASTING.

KBUD, Athens, Texas seeking salesman with substantial small market experience including announcing. Salary $4,800.00 plus bonus.

Chicago, St. Louis, Newark, now—In these major markets promotion and staff expansion has provided an excellent opportunity now for outstanding sales candidates and one sales manager. Our salesmen earn well into five figures on salary plus commission in 8-station radio-tv chain. Send resume, photo and history of billing to Tim Crow, Rollins Broadcasting, 414 French Street, Wilmington, Delaware.

Salesman—Sideline Deal—Make $30 to $45 a sale selling "Hollywood Produced" singing commercials to local merchants. Work through radio-tv stations. Traveling salesman only. Write Tel National, Inc., 5880 Hollywood Blvd., Hollywood 28, Calif.

Announcers

Midwest major market—first phone announcer for all night shift. Must be strong pop man. Send tape, history, to Box 354G, BROADCASTING.

Negro dj for one of the largest cities in the northeast. Do not apply unless you have had experience in one of the top negro programmed stations. Our employes know of this ad. Unusual opportunity for an experienced, mature man who is ready to move up into a major position. Send tape, photo and background. Box 363G, BROADCASTING.

Enthusiastic personality with first phone for aggressive, established kilowatt independent Virginia station. Send tape, resume, references. Box 452G, BROADCASTING.

Top dj-announcer for fast growing station, must have experience and capable in planning a well balanced music program. Top salary to right man. Box 471G, BROADCASTING.

Come west young man. Growing stations in thriving southwest community needs experienced, solid disc jockey announcer. Good pay based on amount of experience. Send details and tape to Box 512G, BROADCASTING.

Have opening for experienced, qualified announcer-program director who can be satisfied with a small market station with tremendous potential. We need a right hand man who knows the radio business, who wants to build a good future for himself with our organization. Your background must be able to stand rigid inspection. Box 554G, BROADCASTING.

Station in Texas resort city needs staff announcer with superior voice, authoritative delivery. Box 564G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer with excellent voice, highly talented in ad lib and interviewing techniques wanted by network station in important Texas city. Box 565G, BROADCASTING.

Staff man for station in metropolitan Pennsylvania market. Wide awake expanding chain operation with best opportunities for advancement. Applicants must have minimum of 2 years of staff experience, must be available for personal interview, must have excellent employment history. Send tape, photo, resume. Box 569G, BROADCASTING.

Morning man, sports minded preferred. Sparkling, sober, plenty experience, friendly voice, permanent, will consider applications without sports. Box 601G, BROADCASTING.

Pleasant voice announcer with first phone for kw daytimer in small east Texas market. Send tape and salary requirements. Box 631G, BROADCASTING.

Central Pennsylvania daytimer wants a pleasant-sounding dj-announcer. Send tape, salary requirements and resume in first reply. Immediate opening. Box 373G, BROADCASTING.

KBUD, Athens, Texas seeking experienced announcer. Salary $325.00 month.

Locate in Pacific northwest! 5000 watt CBS affiliate, part of fast-expanding Cascade Broadcasting Company, wants strong voice with 1st ticket. Staff announcer position open now! Opportunity for advancement into company management for right man. No top-40 dj's need apply. Send tape, background resume to Rex Heninger, KIMA Radio, P. O. Box 702, Yakima, Washington.

There's golden opportunity at KJAX—the happiest new station in the Golden State. Stake your claim with this brand spanking new 5 kw operation in Santa Rosa, the garden spot of California. If you're a bright, cheerful air salesman who can sell, sell, sell with a smile popular music programmed by the modern radio formula here's your chance to come to California and live like a millionaire while making your first million. First phone required. Send audition tape and complete details to Joseph Gamble, KJAX, Hotel Santa Rosa, Santa Rosa, California.

Need versatile staff announcer and adult dj. No top 40 and no floaters. Possibility some tv work. Send details including snapshot and tape with news commercials and dj work, to Manager, KSWS, Box 670, Roswell, New Mexico.

Wanted, staff announcer and morning man. Must be experienced. Paid vacation, insurance, etc. Send tape and resume plus picture to WARK, Hagerstown, Maryland.

Young, bright, enthusiastic disc jockey. No news, no sports, just pop music man. WIRK, West Palm Beach, Florida.

Announcer, 1st phone. Morning shift for mid-Michigan daytimer. Music and news. Write resume with salary requirements and send tape to WOAP, Owosso, Michigan.

Technical

Experienced am, fm engineer, very light announcing. If you know your business and are reliable, you start at $450 a month at this southern Illinois station. Mail complete resume to Box 576G, BROADCASTING.

Chief engineer for southeastern kilowatt. Maintenance know-how. No announcing. $5,200 per year. Immediate opening. Send references first letter. Box 630G, BROADCASTING.

Chief engineer. Heavy on maintenance, with announcing ability preferred. Central Alabama 1 kw considering fm. Furnish resume and salary requirement. Box 638G, BROADCASTING.

Chief engineer-maintenance. Small amount of announcing desired. Immediate opening. WDAT, Box 1940, Daytona Beach, Florida.

Engineer-announcer with first class license for good music fm station. WFMZ, Allentown, Pa.

RADIO

Help Wanted—(Cont'd)

Technical

Announcer-first class engineer for mountain studio-transmitter. Single, car, like good music, be able to live and work well with others. Liberal time off. Send tape, references, salary requirements to WMIT, Charlotte, N. C.

Experienced first class engineer for 5 kw remote controlled. Some announcing. Top pay for right man. Contact Jack Helms, WNVA, Norton, Virginia.

Production-Programming, Others

Program director for station in large Florida city. Good salary, hospitalization, insurance, chance for advancement. Send resume. Box 648G, BROADCASTING.

RADIO

Situations Wanted

South Newsreel.

Napoleon Jones . . . My work is so secret I don't even know what I do.

Send copy for free sample production spot by Gene Bardo, Productions, WDIX, Orangeburg, S. C.

Jock Laurence and the voices in the news. Now featured by over half a hundred radio stations coast to coast. Laurence gives you exclusive news in crisp 45 second capsules for spotting in your local newscasts. His long distance calls a.m. and p.m. daily bring your listeners from your Washington newsroom, Jock Laurence and the voices of the newsmakers themselves. You tape each informative news capsule live with your call letters. Call or write for reference stations and tape a timely audition. 1701 16th Street, N.W., Washington, D. C., ADams 2-0254 and ADams 2-8152.

Management

Energetic young man seeks position as assistant manager-program director of small market radio station. Eight years experience in radio-tv, all phases, announcing, writing, air personality work. Can operate own board. Third class ticket. College grad, could invest. Box 516G, BROADCASTING.

Manager, fifteen years experience, desires permanent opportunity to make and share profits. Box 528G, BROADCASTING.

Mr. General Manager: Searching for an assistant who will assume much of your detail work, one who will become part of your community to promote your station? If so, investigate my background. Eight years of experience, small station operation. Married, age 33, currently employed. Box 595G, BROADCASTING.

Entire staff of 1,000 watt daytimer available. Have made this station number one in its metropolitan market. Manager, announcers, engineers, continuity can make you number one in your market. Staff is still employed. Complete brochure available on request. Box 616G, BROADCASTING.

Sales manager, successful with local, regional, national assignments. Proven record. Box 628G, BROADCASTING.

Texas station owners: Texan now general manager of operation in north would like to return to Texas. Have a good record of sales and station management. Also have first phone. Interested only in general manager position. Box 639G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All around man—what you're looking for. Box 522G, BROADCASTING.

Announcers

Experienced negro dj's. R&B or religious. Prefer work Alabama, Florida, Georgia, Louisiana, Texas. Now working. Box 408G, BROADCASTING.

Jack Davis: Anyone knowing the whereabouts of Jack Davis, negro r&b, dj, formerly worked Shreveport, Houston, St. Louis, Detroit—please write immediately. Box 434G, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 519G, BROADCASTING.

Girl—dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 520G, BROADCASTING.

Personality-dj. Strong commercials, gimmicks, etc. Run own board. Steady, eager to please. Go anywhere. Box 521G, BROADCASTING.

Morning personality dj must relocate east or midwest for family health reasons. Best ratings in top markets. Family man, nationally known writer looking for future in clean operation in competitive market. Best references. Available immediately. Box 538G, BROADCASTING.

Sports announcer basketball, baseball, football. Excellent voice, finest of references. Box 547G, BROADCASTING.

Play-by-play staff announcer: experienced, seek active and progressive sports station, family man. Box 555G, BROADCASTING.

Announcer wants to relocate. Heavy sports, dj, news. Operate board. Vet., college. Box 571G, BROADCASTING.

Country music dj, artist, top man, nationally known, 29, sober, reliable, best references. Box 591G, BROADCASTING.

Young man, age 26, wishes employment as announcer or dj. Presently employed at top 40 station. Fast paced dj with gimmicks and knowledge of production spots. Married and one small child. Box 594G, BROADCASTING.

DJ with taste, special events and staff man with ability. Recently achieved national publicity. Radio, television experience. Metropolitan markets. Box 596G, BROADCASTING.

First class announcer with first class ticket—with sales experience. Eight years in radio—sober, dependable, minimum $100 per—and worth it. Box 603G, BROADCASTING.

Young, aggressive team. Announcer, salesman, production, 4½ years experience, gal Friday, continuity writer, bookkeeping, traffic. We work top 40 or easy listening. Your format or ours. Box 604G, BROADCASTING.

Announcer-deejay. 10 years experience. Classical music to top forty. Family man, presently in metropolitan market. Box 607G, BROADCASTING.

DJ personality good newscasting strong commercials gimmicks, etc. Run own board. Steady. Go anywhere. Box 609G, BROADCASTING.

Announcer-dj network affiliate experience. Working New York area, assistant news director, co-producer. Authoritative newscasts. Relaxed friendly style. Good ideas for news promotions. Box 610G, BROADCASTING.

Young married announcer seeks employment in another city or town. Vast amount of experience with classical music as well as local and national news. Also extensive experience in commercials and record shows. If you are looking for a good man with adaptable personality and experience, don't delay, write today. Box 611G, BROADCASTING.

Deejay with experience and versatility. Midwest. Box 612G, BROADCASTING.

Sportscaster-staff. Basketball-baseball-football. College graduate. Play-by-play tape available. Box 614G, BROADCASTING.

News woman: Local, state, commentaries, light and serious. Interviews, special events, panels. Currently broadcasting 5000 watts. Seeking expanding metropolitan market. Box 615G, BROADCASTING.

Announcers

Experienced, successful dj seeking position with active, aggressive independent. Easy going style. Promotion minded, intelligent. University graduate. Veteran. Box 624G, BROADCASTING.

Announcer-dj, experienced. Suitable larger market. Music, news, commercials, copy. Box 625G, BROADCASTING.

Personality-dj; good general sales, show business background. Reliable, versatile. Box 626G, BROADCASTING.

Announcer, excellent musical background. Strong, commercials, gimmicks. Operate board. Cooperative. Box 627G, BROADCASTING.

Stop! Ten years experience in radio-tv record show. Like to work both—will consider either. Minimum $150.00 or salary-talent. Prefer midwest or south. Box 634G, BROADCASTING.

Versatile announcer now working part-time with 50 kw fm station in top market desires full time staff dj position. Box 637G, BROADCASTING.

DJ, single, 23, experienced and graduate of New York Radio School, music and news, minimum $75.00. Box 645G, BROADCASTING.

Experienced negro announcer, board operator, swinging style, good pitch. Box 647G, BROADCASTING.

Morning man 10 years present station. Top play-by-play. College and high school. All phases. Married, south-southeast preferred. Management knows of this ad. Change in programming set-up reason for leaving. Civic leader. Available end of current football season. P.O. Box 732, Huntsville, Alabama.

Newscaster. Authoritative. Factual. Almost three thousand five-minute newscasts written, reported, over dominant WDGY, Minneapolis, Minnesota. Contact Joseph della Malva.

This announcer with four years experience in all phases of radio and televison is currently doing radio news. 30 years of age, married, desires to relocate. Would prefer to stay with news but will consider staff work. Has worked for me for past 2½ years and I can highly recommend him. C. R. Thon, WEEX, Easton, Pennsylvania. Phone 6155.

Personality announcer-"dj" seeking employment at station that realizes importance of motivational research and depth approach. Fully experienced in all phases radio and tv broadcasting. Alumnus of two radio schools and top music conservatory in New York. Getting hitched to very sweet miss in January. Draft-exempt, salary open. Now employed radio sales agency in N. J. If interested please contact ASAP: Mike Pace, 327 Bradford St., Brooklyn 7, New York. EVergreen 5-0153.

Top flight personality available—can sell a product—can make 'em laugh—call collect, Rip Rogers, Newton 9-3678. Wire or write 54-08 Roosevelt Avenue, Sunnyside, Long Island, New York.

Technical

Maintenance engineer desires permanent position. Five years on last job. Experienced to five kw fm and am. Box 549G, BROADCASTING.

Engineer, first, 4 years radio. Desires position in radio, or television within 50-mile radius of New York City. Box 644G, BROADCASTING.

Production-Programming, Others

Newsman-announcer. 5 years experience, desires to relocate. Prefer east. Now employed in Virginia. English journalism degree. Age 24. Draft-exempt. Tape, references, resume on request. Box 513G. BROADCASTING.

Newsman—7 years radio-newspaper experience, now employed, competent reporter, writer, professional delivery, college, best references, interested radio and/or tv. Box 552G, BROADCASTING.

News director in major market. Man with family who can gather, edit, and deliver news. 10 years background. Outstanding mobile reporter. Minimum start $125 plus moving costs. Box 608G, BROADCASTING.

LA news editor-announcer (employed) seeks aggressive LA station. Confidential. Box 623G, BROADCASTING.

Production-Programming, Others

Experienced woman—seven years same station, trained in every phase of radio, traffic, programming, promotion, sales and boardwork. Presently employed but ready to move-on. Box 641G, BROADCASTING.

Top-notch research-promotion man (radio & tv) widely experienced all phases of radio-tv research, promotion and sales development. Emphasis on the hard to find answer to a touch competitive sales pitch. Network station representative, station presentations. Head time buyer for large advertiser. Resume and references available. Box 643G, BROADCASTING.

Experienced girl traffic-copywriter. Single, available immediately. Box 650G, BROADCASTING.

Program director twelve years. Offer dynamic community radio, special events, public affairs, features, creative commercial sell, listener loyalty. Top references. What do you offer? Box 651G, BROADCASTING.

Dynamic, experienced sportscaster, salesman, announcer. Basil de Soto, 1801 Coldwater Canyon, Hollywood, California. CRestview 5-8592.

TELEVISION

Help Wanted

Sales

California small market 3 network vhf station KSBY-TV needs local sales manager with proven record. Salary-draw, against commission; also override, car expenses, major medical plan, and profit participation. Must be permanent and fit into town of 20,000, Also need capable, experienced tv salesman for KSBW-TV Salinas. Send complete details, references, sales record, and photograph to John Cohan, KSBW-TV, P. O. Box 1651, Salinas, California.

Announcers

Wanted: Top flight news and staff announcer. Good pay, permanent. Will consider radio announcer seeking tv opportunity. Send tape, recent photo or snapshot, full details. Burton Bishop, KCEN-TV, Temple, Texas.

Technical

Assistant chief engineer for midwest operation. Excellent opportunity for good technical man who can accept responsibility. A chance for the right man to grow with a growing organization. Box 592G, BROADCASTING.

Southern vhf requires one studio video maintenance engineer. Three years experience required. Must stand rigid investigation of recommendations. Box 622G, BROADCASTING.

Transmitter supervisor to help build and operate new educational vhf-tv in New Hampshire. Preferably experienced with G.E. equipment. If you like pleasant living, winter sports and summer fun plus interesting work call Charles Halle at Durham, N. H., 300 EX 327, or write WENH-TV, Durham, N. H.

Production-Programming, Others

Young lady wanted, age 18 to 24, attractive, for television programs and office work, small eastern station, $60.000 plus talent per week. Must be free to travel. Send picture and data to Box 600G, BROADCASTING.

Photographer to shoot 16 mm. SOF for tv commercials plus some still work. Need experience in filming food particularly. Write full detatils immediately to Program Director, KRNT-TV, Des Moines, Iowa.

California vhf three network stations needs experienced working film editor to handle all film makeup, teardown, shipping, receiving and film records. Must be fast and accurate. Ideal climate and working conditions including profit participation and major medical plan, state salary required and wire to Gary Ferlisi, Program Director, KSBW-TV, Salinas, California.

Florida station wants experienced television traffic girl. Five and one-half day week. Salary open. Send complete resume and snapshot to WLOF-TV, Box 5795 Orlando, Florida or call Personnel Manager, Garden 4-8537.

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

Continuity writer, experienced in radio and tv commercials. Write immediately full details, send samples and snapshot, to Program Director, KRNT-TV, Des Moines, Iowa.

Copywriter—Need creative experienced writer. Must be imaginative and familiar with tv production techniques. Rush sample copy, references, Ridley Bell, WRBL-TV, Columbus, Ga.

TELEVISION

Situations Wanted

Sales

Fifteen years broadcasting experience. Desire permanent sales post, major market. Box 529G, BROADCASTING.

A creative man who can sell. Agency account supervisor, strong on ideas, copy, all media. Heavy film writing-direction. Looking for spot in tv or film. Creative or sales—preferably both. Top references. Box 621G, BROADCASTING.

Sales manager, NBC affiliate, interested in discussing move to larger market. Excellent tv and radio background. Box 642G, BROADCASTING.

Announcers

1st phone married announcer, broad radio background seeks tv or radio-tv combo. Box 613G, BROADCASTING.

Announcer-producer. TV, film, radio experience. News, sports, commercials, versatile. Box 629G, BROADCASTING.

Sports announcer—disc jockey-salesman, 9 years radio-tv. Married. Available immediately. Box 646G, BROADCASTING.

Fully experienced announcer-newscaster, Casualty. November 16th CBS O&O Hartford foldup, 30, journalism background, consistently highest ratings, top sponsors, strong voice, good appearance. Prefer news but will accept staff. Kindly write: Jack Borden, 10 Daniel Blvd., Bloomfield, Conn.

Newscaster. Authoritative. Factual. Almost three thousand five-minute newscasts written, reported over dominant WDGY, Minneapolis, Minnesota. Contact Joseph della Malva.

Production-Programming, Others

Sportscaster, seven years, big ten sports. Now with O&O newsroom. Vet, MSJ, pilot, professional photographer. Box 619G, BROADCASTING.

Writer-producer-coordinator. Metropolitan tv experience. Cooperative, versatile. Excellent references. Box 627G, BROADCASTING.

Director-cameraman. 4 years experience. Free to travel. Best references. Jack Newman, 821 Taylor, Evansville, Indiana.

Hard working, capable, announcer - director, weatherman, children's personality, cartoonist. Over four years television experience, college grad. Recently available due to staff cutback. Desire permanent position with progressive station. Contact John M. Schinker, 6556 Sprague Street, Omaha, Nebraska. Telephone GLendale 4499.

Seeking position as motion picture or tv cameraman, would like to shoot travel or documentary films. Six years experience freelance, still and motion picture photography, script to screen, graduate of Northwest TV School. Top references, my clients. OSborne 6-7284 collect. Billy Smith, 14909 Crenshaw Blvd., Gardena, California.

FOR SALE

Stations

To successful operator only, kw daytimer. by original owner $85,000, $25,000 down, balance $1,000 monthly. Has been a money maker since opening nine years ago. Good Southern market. Write Box 460G, BROADCASTING.

Will consider trading our interest in competitive market for smaller area. Box 605G, BROADCASTING.

Majority interest. Metropolitan, daytimer. Low down payment. Ideal for owner-manager. Box 606G, BROADCASTING.

Virginia major market independent. Write Box 633G, BROADCASTING.

Southwest high profit single market daytimer. $75,000. Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080.

FOR SALE—(Cont'd)

Stations

East Texas single regional. $60,000. $20,000 down. Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080.

Small market stations: Alabama, $65,000; Florida, $80,000; Kentucky, $59,000; Georgia, $70,000. Chapman Company, 1182 West Peachtree, Atlanta.

North Texas money making station for lease to qualified applicant. 208 West Burton St., Sherman, Texas. Phone. TW-31021.

Television stations—vhf and uhf—located in south and west, asking prices ranging downward from two million to 277 thousand. Chapman Company, 1182 West Peachtree, Atlanta; 1270 Avenue of Americas, New York; 33 West Micheltorena, Santa Barbara, California.

East Texas regional, single market. $60,000. Terms. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Northeast medium market stations (2), $200,000 and $450,000; small market stations (3), prices ranging $70,000 to $250,000; terms. Chapman Company, 1270 Avenue of Americas, New York.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handle with care and discretion. Experienced. Former radio and television owners and operators.

Oklahoma single daytimer. Making money. $55,000 29% balance ten years. Patt McDonald, Box 9322, Austin, Texas. GL. 3-8080.

Equipment

Used water cooled tubes. Have 3 used W.E. and 2 Machlett, type 343 As. Each crated to ship. Real bargin. Contact: Emmett Smith, Radio Station WSGN, Birmingham, Ala.

Gray Telop No. 2 projector—complete with accessory tape puller. Original cost: $3900. Excellent condition, available because of merger of two stations. $1500. General Electric iconoscope film chain complete. Make offer. WTCN, 2925 Dean Boulevard, Minneapolis, Minnesota.

Recording Lathes RCA 72B $20. Presto 6N $35. Rek-o-kut Imperial 12" $95. Recording heads Presto 1D $35. Fairchild 541A $95. ARTEL, 5724 Market, Philadelphia.

Television monitors. We manufacture the most widely accepted monitors in broadcast and industrial applications. Delivered under several trade names. Tilted front, plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

RCA 250 w fm available. 4 Bay Andrews antenna. 400' 3⅛" coax and monitor. Price $2,750.00. F.O.B. Paducah. Paducah Broadcasting Co., Inc., Kentucky.

WANTED TO BUY

Stations

AM stations wanted in Jackson, Little Rock and Birmingham. Will pay up to $225,000 each. Box 523G, BROADCASTING.

Want 100% or control profitable am. Prefer midwest or west. 20 years successful management. Give facts first letter. Box 556G, BROADCASTING.

One of southwest's most capable managers wishes to buy all or majority of medium or small market am station. Box 599G, BROADCASTING.

Group of broadcast executives interested in radio property in midwest market over 30,000. Will move to market and operate station. Up to $50,000 down. Box 636G, BROADCASTING.

Equipment

Wanted, video equipment suitable for portable remote use including microwave and sync generator. Box 598G, BROADCASTING.

One secondhand fm frequency and modulation monitor. State condition and price. Box 632G, BROADCASTING.

Used field image orthicon television camera chain. Reply Box 635G, BROADCASTING.

Wanted: Used 250 watt am transmitter, remote control system, console, turntables, tape machines, limiter, and am frequency and modulation monitors. Send specifications and prices to Box 511, Poteau, Okla.

Anyone with power supply parts for Western Electric transmitter, 250 watts, number 451A1, write KSLO, Opelousas, La.

AM-FM isolation unit. Cash. KVMA, Magnolia, Arkansas.

WANTED TO BUY

Equipment

Used RCA 3 kw fm transmitter BTF3B or RCA fm exciter and power supply. State price and condition. Reply Good Neighbor Stations, 155 Front Street, Manchester, New Hampshire.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 7, 1959 and March 4, 1959. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

RADIO

Help Wanted

Sales

FINE POSITION

For a man who can successfully sell educational films in the D. C., Maryland area and represent us at Government levels in Washington. A vital, stimulating, growing, prestige organization. Give background, financial requirements.

Box 584G, BROADCASTING

SALES MANAGER WANTED

FOR WELL ESTABLISHED ATLANTA-SOUTHERN SALES DIVISION OF NATIONAL RADIO AND TELEVISION STATION FIRM: REAL CAREER: PROFITABLE. SALARY AND COMMISSION. SEND FULL DETAILS.

BOX 649G, BROADCASTING.

Production-Programming, Others

SOUTHWEST RADIO OPPORTUNITY

Program director, versed in modern radio programming and promotion techniques for powerful CBS affiliate. Real opportunity to help establish successful answer to indie operation. Call or wire

Manager
KENS
San Antonio, Texas

RADIO

Situations Wanted

Announcers

If you need a **TOP NOTCH DJ** or **Play-By-Play announcer,** I'm your man. I'm currntly working in one of the nation's top one hundred markets.

Box 640G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

BASKETBALL PLAY-BY-PLAY

Widely-known sportcaster available for basketball season! Background includes 4 years in NBA, 12 with college ball. Past season with Mutual's "Game of the Day!"

Gene Elston
1621 S. Grace Ave.
Park Ridge, Illinois

TELEVISION

Help Wanted

Sales

California Small Market
3 Network VHF Station
KSBY-TV

Needs local sales manager with proven record. Salary-draw, against commission; also override, car expenses, major medical plan, and profit participation. Must be permanent and fit into town of 20,000. Also need capable, experienced tv salesman for KSBW-TV Salinas. Send complete details, references, sales record, and photograph to John Cohan, KSBW-TV, P.O. Box 1651, Salinas, California.

Production-Programming, Others

WANTED

TV news director-reporter (preferably from southeast). Contact Sam Carey, WRVA-TV, Box 2370, Richmond 18, Virginia. BE 3-5461.

CALIFORNIA VHF
3 NETWORK STATION

Needs experienced working Film Editor. To handle all film make-up, tear down, shipping, receiving and film records. Must be fast and accurate. Ideal climate and working conditions, including profit participation and major medical plan. State salary required in wire to: Gary Ferlisi, Program Director, KSBW-TV, Salinas, California.

FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

FOR THE RECORD *continued from page 100*

10 kw and service area of which is subject to interference in accordance with pp. 3.182; (3) Amend Sec. 3.41 by changing entry for Class 111 stations in table to read as follows: Class 111—500 or 1,000 w—1,000; 5,000 or 10,000 w—10,000, and (4) Amend Sec. 3.182 (11) (3) (1) as follows: Substitute 10 kw for 5 kw in text. Announced Oct. 31.

ACTIONS ON MOTIONS

By FCC

Commission, on Oct. 31, granted requests of Washington Post Co. (WTOP), Washington, D. C.; Indiana Bcstg. Corp. (WISH), Indianapolis, Ind.; Transcontinent Television Corp. (WGR), Buffalo, N. Y., and Shenandoah Valley Bcstg. Inc. (WSVA), Harrisonburg, Va., for extension of time to Nov. 10 to file oppositions to petition by Daytime Bcstrs. Assn., for reconsideration of Sept. 19 report and order denying its proposal for extended daytime am service.

By Chief Hearing Examiner James D. Cunningham on November 4

Schedule hearings for Dec. 19 in following proceedings: am applications of Gralla and Gralla, Tujunga, Calif., et al.; application of Supreme Bcstg. Co., New Orleans, La., for mod. of cp for experimental tv station.

By Hearing Examiner Herbert Sharfman on November 4

Hearing scheduled for Dec. 9 on application of Jane A. Roberts (KCFI), Cedar Falls, Iowa, is rescheduled for Dec. 2.

By Hearing Examiner Forest L. McClenning on dates shown

On own motion, and subject to objection of any party to proceeding filed by Nov. 10, ordered that transcript of hearing on fm application of South Bay Bcstg. Co. (KAPP), Redondo Beach, Fla., is corrected in various respects. Action Oct. 30.

Granted petition by M & M Bcstg. Co. (WMBV-TV), Marinette, Wis., for leave to amend its application to reflect minor change of approximately 100 ft. in location of proposed trans. Action Nov. 4.

By Hearing Examiner Isadore A. Honig on dates shown

Granted motion by KWEW Inc. (KWEW), Hobbs, N. M., for continuance of hearing from Nov. 14 to Dec. 2 in proceeding on its am application. Action Nov. 3.

Continued hearing from Dec. 3 to Dec. 8 on am application of Russell G. Salter, Aurora, Ill. Action Nov. 4.

By Hearing Examiner Thomas H. Donahue on November 4

On own motion, continued date for exchange of applicants' direct cases from Nov. 10 to Nov. 21, prehearing conference from Nov. 19 to Dec. 1 and hearing from Dec. 1 to Dec. 8 in Eugene, Ore., ch. 9 proceeding (Northwest Video, et al.).

By Hearing Examiner Annie Neal Huntting on dates shown

Granted petition by WLLY Inc., for leave to file late appearance in proceeding on am application of Beacon Bcstg. Corp., Salisbury, Md., and accepted late appearance; continued hearing from Nov. 13 to Dec. 17. Action Nov. 3.

Granted petition by Eastern States Bcstg. Co., Handem, Conn., for continuance of hearing from Nov. 10 to Nov. 12 in proceeding on its am application, et al. Action Nov. 4.

Hearing previously continued without date on am applications of Unicoi Bcstg. Co. (WEMB), Erwin, Tenn., and Mace, Groves and Mace, South Gastonia, N. C., will commence on Dec. 18; engineering exhibits will be exchanged on Dec. 1 and non-engineering exhibits on Dec. 12, and on or before Dec. 8 the parties will advise other counsel what engineering witnesses, if any, are wanted for cross-examination. Action Nov. 3.

By Judge Horace Stern, Presiding Officer, on October 30

Upon consideration of request made in behalf of Attorney General of United States, who is appearing amicus curiae in Miami tv ch. 10 proceeding, extended from Nov. 3 to Nov. 10 period within which all parties to proceeding shall file briefs and proposed findings.

By Hearing Examiner H. Gifford Irion on October 31

On own motion, continued hearing from Nov. 24 to Jan. 5, 1959 in proceeding on am application of Paul A. Brandt, Gladwin, Mich.

By Hearing Examiner Herbert Sharfman on October 31

Granted in part motion by Broadcast Bureau for corrections to transcript of prehearing conference in proceeding on application of Jane A. Roberts, for license of station KCFI Cedar Falls, Iowa.

By Hearing Examiner Annie Neal Huntting on October 31

Granted petition and accepted amendment by Wicomico Bcstg. Co. (WICO), Salisbury, Md., to its am application to substitute Beacon Bcstg. Corp. as applicant, furnish data concerning legal qualifications for new applicant, and provide new information with respect to proposed programming.

By Hearing Examiner Charles J. Frederick on dates shown

Postponed indefinitely hearing scheduled for Nov. 20, and scheduled prehearing conference for 9 a.m., Nov. 25, in proceeding on am applications of **Kankakee Daily Journal Co.** (WKAN), Kankakee, Ill., and William F. Huffman Radio Inc. (WFHR), Wisconsin Rapids, Wis. Action Oct. 31.

Ordered that engineering exhibits shall be exchanged among parties, with copies to hearing examiner on or before 5 p.m., Jan. 5, 1959, and rescheduled hearing from Nov. 5 to Jan. 12, 1959, in proceeding on am application of Kenneth G. and Misha S. Prather, Boulder, Colo. Action Nov. 3.

By Hearing Examiner Thomas H. Donahue on November 3

On own motion, continued hearing from Nov. 4 to date to be determined at prehearing conference to be held at 10 a.m., Nov. 4, in proceeding on am applications of M.V.W. Radio Corp., San Fernando, Calif., et al.

By Hearing Examiner J. D. Bond on November 3

Confirmed Oct. 27 ruling granting petition by Coastal Television Co., and Oklahoma Television Corp. to add financial issue regarding Supreme Bcstg. Co., in New Orleans, La., ch. 12, comparative proceeding.

By Hearing Examiner Jay A. Kyle on October 30

Scheduled oral argument for Nov. 4, 3 p.m., on motion by Walter G. Allen, Huntsville, Ala., to quash notice of intention to take depositions in proceeding involving his am application and that of Marshall County Bcstg. Co., Arab, Ala.

By Hearing Examiner J. D. Bond on October 29

Scheduled hearing for Jan. 13, 1959, on am applications of Berkshire Bcstg. Co. (WSBS), Great Barrington, Mass., and Naugatuck Valley Service Inc., Naugatuck, Conn.

Scheduled further hearing for Nov. 17 on am applications of Capitol Bcstg. Co., East Lansing, Mich., et al.

By Hearing Examiner Herbert Sharfman on October 30

Granted motion by Jane A. Roberts (KCFI), Cedar Falls, Iowa, for continuance of hearing from Nov. 12 to Dec. 9 in proceeding on her application for station license.

By Hearing Examiner Basil P. Cooper on dates shown

Granted motion by Bridgeport Bcstg. Co. (WICC), Bridgeport, Conn., for extension of time from Oct. 28 to Oct. 31 to file proposed findings of fact and conclusions in proceeding on its am application. Action Oct. 28.

Granted petition by Columbia Bcstg. System Inc. (WEEI), Boston, Mass., and motion by Bridgeport Bcstg. Co. (WICC), Bridgeport, Conn., both requesting corrections to transcript in proceeding on latter's am application. Action Oct. 30.

By Hearing Examiner Forest L. McClenning on October 29

Scheduled prehearing conference for Nov. 18 in proceeding on applications of Central W. Va. Service Corp. and Clarksburg Bcstg. Corp., for am facilities in Weston and Clarksburg, W. Va.

By Commissioner Rosel H. Hyde (Acting Chairman) on October 28

Granted motions by Broadcast Bureau and Community Service Bcstg. Corp. (WCSS), Amsterdam, N. Y., for various corrections to transcript of oral argument on am application of Walter T. Gaines (WGAV), Amsterdam.

By Commissioner John S. Cross on October 29

Granted petition by Livesay Bcstg. Co., for

TELEVISION

Situations Wanted

Announcers

2 TOP RADIO-TV ANNOUNCERS
1 TOP TV PRODUCTION MAN

Presently employed at regional radio TV outlet. Desire positions in metropolitan markets.

1. **Staff and news announcer, presently TV ESSO REPORTER. 6 years experience.**
2. **Staff and DJ, children's TV personality, 10 years experience.**
3. **TV production man, director. Floorman. 6 years experience.**

TAKE ANY ONE OR ALL.
Box 602G, BROADCASTING.

Production-Programming, Others

PIONEER PRODUCTION MANAGER

12 years concentrated TV experience—Milwaukee, Detroit, Hartford. TV Consultant large Eastern Insurance Company station. Now with CBS owned and operated. Top references. Box 617G, BROADCASTING.

extension of time to Nov. 7 to respond to pleadings with respect to petitions by Plains Television Corp. for reconsideration and to intervene in proceedings on Livesay's application for new tv station to operate on ch. 10 in Terre Haute, Ind., and Wabash Valley Bcstg. Corp. (WTHI-TV, ch. 10), Terre Haute, for renewal of license.

By Chief Hearing Examiner James D. Cunningham on October 28

Oral argument on petition by KISD Inc. (KISD), Sioux Falls, S. D., for leave to withdraw protest in matter of transfer of control of Sioux Empire Bcstg. Co. (KIHO), Sioux Falls, will be resumed at 9 a.m., Nov. 10.

By Hearing Examiner Jay A. Kyle on dates shown

Scheduled further prehearing conference for Dec. 9 and hearing will commence on Dec. 10 in proceeding on applications of Baltimore Bcstg. Corp. and Commercial Radio Institute Inc., for fm facilities in Baltimore, Md. Action Oct. 27.

On own motion, ordered that hearing will be resumed on Nov. 12 in proceeding on Evansville Television Inc., to show cause why its authorization for WTVW Evansville, Ind., should not be modified to specify operation on ch. 31 in lieu of ch. 7. Action Oct. 29.

By Hearing Examiner Isadore A. Honig on October 28

Granted petitions by Gateway Bcstg. Corp. to accept late filing of notice of appearance, and for reconsideration of Oct. 9 order holding Gateway in default for failure to file timely appearance in proceeding on am application of Westminister Bcstg. Co. (WCME), Brunswick, Me.; Oct 9 order was set aside and Gateway reinstated as party respondent.

Upon request by Evansten Bcstg. Co., respondent, in proceeding on application of Russell G. Salter, for new am station in Aurora, Ill., continued prehearing conference from Oct. 29 to Nov. 4.

By Hearing Examiner J. D. Bond on October 28

Continued further hearing to Dec. 15 in New Orleans, La., tv ch. 12 proceeding (Oklahoma Television Corp., et al.).

By Hearing Examiner Millard F. French on October 28

Granted petition by Pittsburgh County Bcstg. Co. (KNED), McAlester, Okla., to be made party respondent in proceeding on am applications of Henderson County Bcstg. Co. (KBUD), Athens, Tex., and University Advertising Co., Highland Park, Tex., and the late appearance to which it relates was accepted.

By Hearing Examiner Annie Neal Huntting on October 27

Granted motion for continuance of hearing from Oct. 28 to Nov. 6 filed by County Bcstg. Co., Clarion, Pa., in proceeding on its am application.

By Hearing Examiner Thomas H. Donahue on October 27

Granted petition by Vernon G. Ludwig, Benson, Ariz., for continuance of hearing from Oct. 27 to Nov. 17 in proceeding involving his am application and that of Pan American Radio Corp., Tucson, Ariz.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of October 31

Granted licenses for following am stations: WCAY Cayce, S. C.; KWCL Oak Grove, La., and specify type trans.; KQDI Bismarck, N. D.; WEZN Elizabethtown, Pa.; WTOT Marianna, Fla., and change type trans. and specify studio location; remote control permitted.

Granted licenses for following fm stations: KEFM Oklahoma City, Okla.; WQMS Hamilton, Ohio; WTFM Babylon, N. Y.; WNEW-FM New York, N. Y.

KPAM Portland, Ore.—Granted license covering increase in power and installation new type trans.: condition.

WNIK Arecibo, P. R.—Granted cp to install new type trans. as alternate main trans. at present main trans. site; remote control permitted.

WPAL Charleston, S. C.—Granted cp to install new type trans. at present main trans. site.

KIFI Idaho Falls, Idaho—Granted cp to install new type trans. as aux. trans. at present main trans. site.

WTKM Hartford, Wis.—Granted cp to move trans. location, and change studio location; remote control permitted.

WNSM Valparaiso-Niceville, Fla.—Granted mod. of cp to change type trans.

Following stations were granted extensions of completion dates as shown: WYZZ Wilkes-Barre, Pa. to 1-20-59; WSEB Sebring, Fla. to 2-12-59; WQAL (FM) Philadelphia, Pa. to 5-19-59; WSID-FM Baltimore, Md. to 5-19-59; WPFB-FM Middletown, Ohio to 5-3-59; WFMD-FM Frederick, Md. to 5-13-59.

Actions of October 30

KGEI Belmont, Calif.—Granted license for International broadcast station; conditions.

WSIZ Douglas, Ga.—Granted license for am station.

WTNZ Tampa, Fla.—Granted mod. of cp to make changes in DA system (including height & one less tower) and change type trans.; condition.

WPRA Mayaguez, P. R.—Granted 90 days special authority to operate 250 w day, 250 w night using wire between poles on roof of studio and office building as ant. and trans. to be located in ground floor of building.

Actions of October 29

WBUT-AM-FM Butler, Pa.—Granted assignment of licenses to **J. Patrick Beacom** d/b under same name.

KAUS Austin, Minn.—Granted license which authorized mounting tv ant. on east tower.

WRUL Scituate, Mass.—Granted cp to increase power of WRUL-4 to 100 kw and make changes in composite trans.; conditions.

WCKR-FM Miami, Fla.—Granted extension of authority to 2-15-59 to remain silent for period beginning Nov. 1.

WFSC-FM Franklin, N. C.—Granted authority to remain silent for period ending 2-15-59 pending evaluation of market.

KBIQ (FM) Los Angeles, Calif.—Granted extension of authority to remain silent for period ending Nov. 30.

WKAR-AM-FM East Lansing, Mich.—Granted authority to remain silent Nov. 27.

KPVA Camas, Wash.—Remote control permitted.

Actions of October 28

KOAT-TV Albuquerque, N. M.—Granted cp to change ERP to vis. 73.5 kw, aur. 36.8 kw, make changes in trans. and other equipment, install new ant. system; ant. height 4240 ft. (Main trans. and ant.).

KTSM-TV El Paso, Tex.—Granted cp to change ERP to vis. 70.8 kw, aur. 35.5 kw, change trans. location and type ant. and equipment; ant. height 1910 ft.

WORA-TV Mayaguez, P. R.—Granted cp to change ERP to vis. 100 kw, aur. 50 kw, change type of ant. and other equipment; ant. height 1970 ft.

KSTF (TV) Scottsbluff, Neb.—Granted cp to use former main trans. and ant. as aux. trans. and ant. at main trans. site.

KVAL-TV Eugene, Ore.—Granted cp to install aux. ant. at main trans. site.

WCBS-TV New York, N. Y.—Granted cp to mod. vis. trans. (main trans. and ant.), (aux. trans.).

WRNL Richmond, Va.—Granted cp to install present main trans. as alternate main trans.; remote control permitted while employing non-DA.

KBMS (FM) Los Angeles, Calif.—Granted cp to replace expired cp which authorized increase of ERP to 59.5 kw, etc.

WHOH (FM) Hamilton, Ohio—Granted cp to replace expired cp for fm station.

KASE Austin, Tex.—Granted mod. of cp to change type trans. and ant.-trans. and studio location.

WHEO Stuart, Va.—Granted mod. of cp to change name to Patrick Henry Bcstg. Corp.

WIBG-FM Philadelphia, Pa.—Granted mod. of cp to increase ERP to 20 kw, decrease ant. height to 170 ft., change type ant. and trans. location (same as studio and WIBG-AM trans. location) and waived Sect. 3.311 of rules; condition.

KMCS (FM) Seattle, Wash.—Granted mod. of SCA to change sub-carrier frequency from 41 kc to 67 kc; condition.

KJPO (FM) Fresno, Calif.—Granted extension of completion date to Feb. 12, 1959.

Actions of October 27

KMON Great Falls, Mont.—Granted assignment of licenses to KMON Inc.

WHGB Harrisburg, Pa.—Granted acquisition of positive control by Herbert Kendrick through purchase of stock from Triangle Publications Inc. by Kendrick Bcstg. Co.

KWG Stockton, Calif.—Granted acquisition of negative control by each Frank A. Axelson and O. R. Reichenbach through purchase of stock from Robin Hill.

KUMA Pendleton, Ore.—Granted mod. of license to operate trans. by remote control while using directional ant. day and night; conditions.

WRBL Columbus, Ga.—Granted cp to install new type trans.

WLBR Lebanon, Pa.—Granted cp to install new type trans.

KRON-TV San Francisco, Calif.—Granted cp for change in trans.

WGRO Lake City, Fla.—Granted mod. of cp to change type trans.

Following stations were granted extensions of completion dates as shown: WHEW Riviera Beach, Fla. to 2-27-59; KEVE Golden Valley, Minn. to 12-31; WHYL Carlisle, Pa. to 11-30.

Action of October 24

KENN Farmington, N. M.—Remote control permitted while using nondirectional ant.

Action of October 15

KSUM Fairmont, Minn.—Granted assignment of license to KSUM Bcstg. Co.

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Nov. 5

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,258	48	104	574
FM	681	31	105	65
Tv (Commercial)	428[1]	81[2]	111	101

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Nov. 5

	VHF	UHF	TOTAL
COMMERCIAL	428	81	509[3]
NON-COMMERCIAL	28	8	36[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Sept. 30

	AM	FM	TV
LICENSED (all on air)	3,258	536	428[2]
CPs ON AIR (new stations)	32	25	78[2]
CPs NOT ON AIR (new stations)	101	98	110
TOTAL AUTHORIZED STATIONS	3,391	659	665
APPLICATIONS FOR NEW STATIONS (not in hearing)	449	39	49
APPLICATIONS FOR NEW STATIONS (in hearing)	108	29	52
TOTAL APPLICATIONS FOR NEW STATIONS	557	68	101
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	381	24	42
APPLICATIONS FOR MAJOR CHANGES (in hearing)	43	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	324	24	58
LICENSES DELETED	0	1	2
CPs DELETED	2	0	2

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

License Renewals

Following stations were granted renewal of license: WAMV East St. Louis, Ill.; WATW Ashland, Wis.; WBEE Harvey, Ill.; WBKV West Bend, Wis.; WCAZ Carthage, Ill.; WCFL Chicago, Ill.; WCOW Sparta, Wis.; WCRA Effingham, Ill.; WDZ Decatur, Ill.; WEBQ Harrisburg, Ill.; WEDC Chicago, Ill.; WEKZ Monroe, Wis.; WFIW Fairfield, Ill.; WGES Chicago, Ill.; WGIL Galesburg, Ill.; WHBY Appleton, Wis.; WHVF Wausau, Wis.; WIBA Madison, Wis.; WIBU Poynette, Wis.; WILL Urbana, Ill.; WIND Chicago, Ill.; WIRL Peoria, Ill.; WISV Viroqua, Wis.; WJBC Bloomington, Ill.; WJOL Joliet, Ill.; WLDY Ladysmith, Wis.; WLPO La Salle, Ill.; WMBD Peoria, Ill.; WMBI Chicago, Ill.; WMIL Milwaukee, Wis.; WOBT Rhinelander, Wis.; WPFP Park Falls, Wis.; WRAM Monmouth, Ill.; WRDB Reedsburg, Wis.; WAGN Menominee, Mich.; WDOK Cleveland, Ohio; WRJN Racine, Wis.; WROK Rockford, Ill.; WROY Carmi, Ill.; WSIV Pekin, Ill.; WSOY Decatur, Ill.; WTAD Quincy, Ill.; WTAY Robinson, Ill.; WTMJ Milwaukee, Wis.; WTTN Watertown, Wis.; WEBQ-FM Harrisburg, Ill.; WJBC-FM Bloomington, Ill.; WMBD-FM Peoria, Ill.; WRJN-FM Racine, Wis.; WROK-FM Rockford, Ill.; WROY-FM Carmi, Ill.; WSEI Effingham, Ill.; WSOY-FM Decatur, Ill.; WTAD-FM Quincy, Ill.; WVLN-FM Olney, Ill.; WWCF Greenfield Township, Wis.; WILL-FM Urbana, Ill.; WLFM Appleton, Wis.; WWKS Macomb, Ill.; WGIA (TV) Champaign, Ill.; WICS (TV) Springfield, Ill.; WITI (TV) Whitefish Bay, Wis.; WKBT (TV) La Crosse, Wis.; WMTV (TV) Madison, Wis.; WTMJ-TV Milwaukee, Wis.; WILL-TV Urbana, Ill.; WTTW (TV) Chicago, Ill.; WENO Madison, Tenn.; WOIA Saline, Mich.

MR. NIELSEN SAYS:*

KTVT 4 IS NO. 1 IN TV HOMES

IN THE 44 COUNTY INTER-MOUNTAIN AREA...

UTAH and
COLORADO
IDAHO
WYOMING
NEVADA

*N. C. S. No. 3, 1958

KTVT 4 UTAH NBC

130 Social Hall Ave. Salt Lake City 11, Utah
National Representatives: Katz Agency, Inc.

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from **DAVID MILLER,** *v.p. & general counsel, Young & Rubicam, New York*

Tv opened a large can of legal worms

(The following is an excerpt and adaptation of an article appearing in the Symposium on Radio and Television in the Winter 1958 issue of Law and Contemporary Problems *published by the Duke U. School of Law):*

A lawyer for a large advertising agency has a most diversified practice. There is hardly a field of law—literary and artistic, business and economic, social and political—that does not claim his professional attention.

Of all the challenges to whatever learning and resourcefulness and equanimity the advertising agency lawyer may possess, the most complex, and sometimes the most frustrating, arise out of radio and television—especially television.

It was complicated enough in the days of radio alone, when the techniques of advertising were adapted to the new mass entertainment medium. Then the agency lawyer began to broaden his professional horizons in the wonderland of show business.

The fact that the advertising message now talked out loud in millions of homes did not place any particular strain on his experience and equipment so far as jurisprudence was concerned. It was the fact that the agency began more and more to develop and produce the radio program itself that caused his friends to notice a change. He began to read trade publications along with the advance court reports and trade regulation services; he made trips to Hollywood; he was heard to drop strange names such as William Morris Agency and MCA; he became concerned with labor union negotiations; and he began to take on the look of a man who is delinquent in getting his work out, a condition due to no lack of diligence on his part.

At the same time, however, he continued his old habits as a legal authority on print advertising, and though in a way he was leading a double life, he remained basically unperturbed.

After all, with few exceptions, each radio program in which he was interested had but a single sponsor, and that advertiser was his agency's client. The legal ramifications of talent and production problems were limited to audio performances and sound transmission. When he had a union problem, there was usually only one union and one code to a problem. Most of the time, the networks seemed anxious to accommodate the advertiser's requirements. Washington was, of course, concerned with radio broadcasting and from time to time instituted proceedings, but these governmental activities did not call for or require the advertising agency lawyer's concentrated attention or participation to any extent.

Then, like Minerva born full-grown from the head of Zeus, television made its explosive entrance. Its development was "fabulous." It contained not one, but many amazing new ingredients, among them:

Big-Time Multiple Sponsorships. Owing primarily to the tremendous costs, more frequently than not television programs have co-sponsors, alternate-week sponsors, segment sponsors, and other sponsorship combinations and permutations giving rise to novel relationships and numerous contingencies which must be provided for and disposed of in facilities and program contracts and arrangements with fellow sponsors.

Ossa on Pelion. Upon the legal edifices of publication, advertising, and radio there are now superimposed the complete structures of the law of the living theatre and the law of motion pictures, buttressed by the complexities of modern electronics.

Multiplication of Union Codes. The labor relations repertory of the agency lawyer must now embrace numerous separate union codes directly governing the advertiser's activities in television relating to actors (including announcers, dancers, singers, etc.), musicians, directors, and writers, with one set of terms and conditions for live programs in each case and another set for filmed or recorded; and he must have a general idea about the unions and codes affecting technical personnel, such as cameramen, electricians, stagehands, scenic designers, etc., since a dispute involving any one of them could result in taking a sponsor's program off the air. The union ramifications incident to magnetic tape, which have been gestating for months, have now matured into a full-scale proceeding before the National Labor Relations Board; and the various union conflicts affecting tape promise tensions in this sector for some time.

Leading Into Strength. The attitude of the networks toward the demands of its customers—the advertisers—has, in recent years, toughened in geometric proportion to the skyrocketing of financial stakes in television broadcasting and the tightening of the seller's market in television broadcasting facilities. For the agency lawyer, this has been reflected in many ways, particularly in more arduous contract negotiations and more pressure and work in connection with measures to protect what the agency and clients regard as the legitimate rights and privileges which they have hitherto enjoyed. Although the demand for broadcasting facilities and programming has now softened considerably, many of the practices giving rise to the new legal complexities developed during these banner years have survived.

Washington Close-Up on Video. At least four major authorities of the U. S. government have recently undertaken to investigate television network practices and other phases of the television industry. Antitrust proceedings have been commenced against six distributors of old feature motion picture films for television broadcasting. As one of the informed and featured players in the *dramatis personae* of this great industry, the advertising agency has been requested by the government to answer questionnaires, furnish data to investigators and agents, and otherwise make available information which government attorneys deem relevant to these inquiries.

These are but a few of the intensifications and expansions of the challenges to the professional range and competence of the advertising agency lawyer brought about by the millions of little silver screens in the homes of America.

"The law," said Sir William Blackstone, "is a jealous mistress." She "demands . . . an earnest and entire devotion." For the advertising agency lawyer, she has such versatility and excitement that "earnest and entire devotion" is not only a strenuous duty but a great fascination.

David Miller, b. Dec. 12, 1906, in Fort Worth, Tex. Graduate of U. of Texas and Harvard Law School. Experience includes private practice in New York City, Reconstruction Finance Corp. and Securities & Exchange Commission in Washington, assistant general counsel of Maryland Casualty Co., Baltimore. In 1937 resumed private practice, in 1941 began representing Young & Rubicam and in 1950 became v.p. & general counsel of agency. He now is also secretary.

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The Price Is Right

IT'S obvious that there's a move on foot to depress television rates. We can see no other reason, except the corollary hope of selling his service, for Miles Wallach's newest tv studies to appear on the agenda of this week's fall meeting of the Assn. of National Advertisers.

Mr. Wallach, as reported in these pages a week ago, claims that studies he has made, using in-home, coincidental interviews, show that a lot of people aren't really watching television even when their sets are on—that advertisers aren't getting as much exposure as the ratings lead them to believe. In one out of four homes, he contends, people were "engaged in additional activities" while watching tv and in some homes the set was running when nobody was in the room.

To this and similar contentions we are inclined to say: so what?

One can fight figures with figures and cite other studies showing that, even during daytime in summer, when people would be more apt to stray away from their sets, in only 1.1% of the homes were sets found lighted but unattended. Or we could argue, logically, that one person reading poetry in front of a tv set does not mean that others aren't watching what's on the screen in the same room.

But we are tilting with unsubstantiated generalities until Mr. Wallach reveals the statistics behind his claims. This he is to do at the ANA meeting—and a more receptive audience for any suggestion that tv is over-priced would be hard to imagine and impossible to assemble.

Nor is television's position in this case eased by the fact that George Abrams of Revlon, chairman of ANA's powerful Radio-Tv Committee and presiding officer and co-speaker at the session at which Mr. Wallach will appear, had a personal financial interest in launching the Wallach system (TPI Inc.) and has outspokenly advocated its adoption on a wide scale.

When Mr. Wallach has said his piece, it should be possible to appraise it in more detail. In the meantime, and even afterward, there is one answer that should suffice. This is television's track record as a sales force.

Newspapers are sometimes bought and not read; magazines pile up in the home and are discarded. So, too, sometimes the tv set may not get the full attention of everyone. Even if attentiveness were as casual as Mr. Wallach makes out, television can cite one case history after another to show that tv out-hits and out-sells all other media. Many advertisers who hear Mr. Wallach will recognize this fact out of their own experience. For the others we recommend literally countless tv success stories that have been reported in this journal, including a fair number appearing elsewhere in this issue.

The Elections: Their Effect

WHILE it's too early to assay the full effect of the elections on the legislative welfare of broadcasting, there are certain obvious conclusions that can be drawn:

The unexpected defeat of Sen. John W. Bricker of Ohio, ranking Republican member of the Senate Commerce Committee, removes from the Senate its chief network baiter. Although a conservative, he relentlessly espoused licensing of the networks, imposition of public utility regulation (which inevitably would mean the fixing of rates) and the cutting back of tv station coverage to single markets.

The not unexpected defeat of Sen. Charles Potter, Michigan Republican, removed a champion of free, competitive broadcasting. He had authored the bill for a spectrum analysis to force the military to show its hand on channel use, lest tv allocations be pre-empted or disturbed.

Re-election of Sen. John Pastore (D-R. I.) assures his continued chairmanship of the Senate Communications Subcommittee. Like Sen. Potter, he has earned the confidence of broadcasters because of his fair-mindedness and his disdain of the phonies, as evidenced in his handling of the anti-BMI attempt of ASCAP-affiliated song writers.

Re-election of North Dakota Republican William Langer inevitably means the reintroduction of the perennial bill to ban alcoholic beverage advertising on the air. And the election of William Proxmire, Wisconsin Democrat, may cause more trouble for the FCC, particularly because its chairman, John C. Doerfer, is a Wisconsin Republican.

Drawn for BROADCASTING by Sid Hix

"The announcer kept saying to rush to the nearest store."

Rep. Kenneth B. Keating of New York, who won the Republican seat in the Senate vacated by Sen. Irving M. Ives, was a strong advocate for the bill to exempt baseball and other sports from the antitrust laws. He can be expected to carry that fight over to the Senate, and there face the opposition of broadcasters who regard the measure as a death knell for sports broadcasting.

At this writing, it's generally expected that the chairmanships of all important House committees will remain unchanged. Because of the Democratic landslide there will be new faces on committees important to broadcasters. On the Senate Commerce Committee there will be four Republican vacancies (Bricker, Potter, Payne of Maine, and Purtell of Connecticut). There are now eight Democrats and seven Republicans. The ratio may change to 9-6 or even 10-5.

The next two years are going to be tough. The chips will be on the presidential elections. The broadcast media are the most potent means of reaching the electorate. The political woods are full of telegenic aspirants who believe that presidential lightning can strike —via television.

Truth as a Defense

A BASIC propaganda technique is to repeat an exaggeration so often it becomes accepted as truth.

Some newspapers and magazines have cleverly been using that technique in their attacks against television. They are trying to convince their readers that television is predominantly made up of westerns and violence; crime and mayhem. The allegations are picked up by the syndicated writers, after-dinner speakers and in parlor conversations. And the rebuttals never seem to catch up with the charges.

A new and simple method of meeting these charges head-on, at the local level, has been evolved by Gaines Kelley, general manager of WFMY-TV Greensboro, N. C. He has sent to every radio-tv editor in the station's coverage area a detailed breakdown of the week's programming, with an explanation by his program director, Gomer Lesch.

For example, the breakdown for the week of Oct. 19-25, described as typical for the CBS affiliate, showed that of 117 hours on the air, exactly six were westerns. There were nine other program classifications with more hours per week (i.e., daytime serials 15 hours; drama, 9; news, 6½; sports, 7 hrs. 40 min.; family and situation comedy, 7½; quizzes, 10; variety, 7; children's shows, 10¾ hrs.; and miscellaneous, 7¼ hrs.).

Mr. Kelley reports good treatment by radio-tv editors. The biased charges are refuted by fact. He suggests that if stations generally provided radio-tv editors in their coverage areas with periodic breakdowns of their programming, by categories, it could prove "enlightening".

We concur.

Sid Hix

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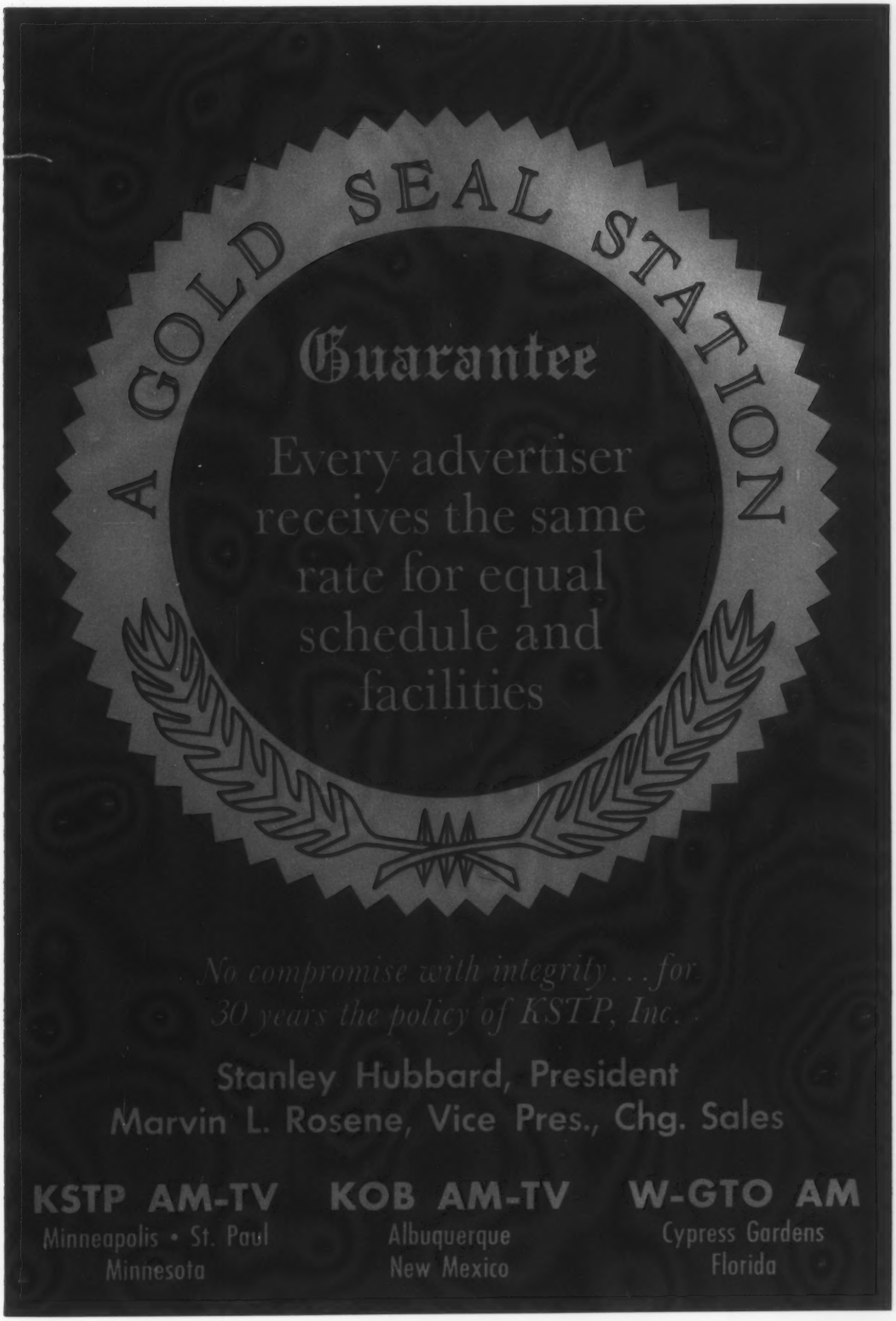
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